

STATE ROUTE 63 - VISALIA



FINAL REPORT

Volume 4 of 6

SAFE HIGHWAY COALITIONS

PROJECT NUMBER PT0507

MAY 2008



**Department of California Highway Patrol
Special Projects Section**

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DEPARTMENT OF CALIFORNIA HIGHWAY PATROL

**SAFE HIGHWAY COALITIONS
PT0507**

KEY PERSONNEL*

Key California Highway Patrol (CHP) personnel involved in the project include:

Executive Management

M. L. Brown, Commissioner
J. A. Farrow, Deputy Commissioner
Arthur Anderson, Assistant Commissioner, Field
K. P. Green, Assistant Commissioner, Staff

Project Staff

Project Director
J. E. McLaughlin, Chief
Planning and Analysis Division

Project Evaluator
R. M. Nannini, Staff Services Manager II
Acting Commander, Special Projects Section

Project Manager
L. M. Lopez, Lieutenant
Special Projects Section

Project Coordinator
S. J. Fernandez, Associate Transportation Planner
Special Projects Section

Project Fiscal Accounting Manager
L. A. Paolini, Chief
Administrative Services Division

Project Grant Coordinator
L. D. Sullivan, Associate Governmental Program Analyst
Special Projects Section, Grants Management Unit

Project Artist
W. Kubo, Senior Graphic Artist
Departmental Training Division, Academy

*Personnel are listed as they were assigned on the project ending date June 30, 2007.

SR-63 VISALIA

TASK FORCE MEMBERS

- Brian Smith/Steve Sullivan • Task Force Chair
California Highway Patrol
Visalia Area
- Belinda Aguilar • Assemblymember Juan Arambula's Office
Field Representative
- Roel Alvarado • Cutler-Orosi School District
El Monte Jr. High School
- Mercedes Antunez • Relational Cultural Institute
- Rosalinda Avila • Relational Cultural Institute
- Jenny Barker • Assemblymember Bill Maze's Office
Field Representative
- Melissa Calvero • Community Member
- Stephen Covell • County of Tulare
Resource Management Agency
- Mary Helen Espino • Cutler-Orosi School District
- Eugene R. Etheridge • Cutler-Orosi School District
Orosi High School
- Rosalinda Avila • Relational Cultural Institute
- Sixto Fernandez • California Highway Patrol
Special Projects Section
- Miguel Flores • Cutler-Orosi School District
Cutler Elementary School
- Melvin Gong • Cutler-Orosi Vision Committee
- Pablo Gonzalez • Cutler-Orosi School District
Golden Valley Elementary

SR-63 VISALIA

TASK FORCE MEMBERS

(continued)

- Meriko Hoshida • California Highway Patrol
Special Projects Section
- Carolyn W. Kehrli • Cutler-Orosi Joint Unified School District
- Craig Kunzler • California Highway Patrol
Visalia Area
- Scott May • Tulare County Sheriff's Department
- Frank Murphy • Cutler-Orosi Unified School District
- Carmen Navarro • Community Member
- Raffi Soghomonian • Cutler-Orosi Unified School District
- John Viscarra • Caltrans – District 6
- Mark Walker • California Highway Patrol
Visalia Area
- Roy Woods • Cutler-Orosi Unified School District
Palm Elementary School

CREDITS

This project is part of the California Traffic Safety Program and was made possible through the support of the California Office of Traffic Safety (OTS), the National Highway Traffic Safety Administration, and the State of California.

Personnel responsible for the successful project completion included C. J. Murphy, Director, OTS; M. Meadows, Assistant Director of Operations, OTS; K. Carroll, Operations Coordinator, OTS; and C. S. Gunter, Staff Services Manager I, Special Projects-Section (SPS), Grants Management Unit, California Highway Patrol;

S. J. Fernandez, Associate Transportation Planner, SPS, coordinated the Safe Highway Coalitions Project, Corridor 4.

DISCLAIMER

The opinions, findings, and conclusions expressed in this publication are those of the authors and not necessarily those of the State of California, the National Highway Traffic Safety Administration, or the Federal Highway Administration.

EXECUTIVE SUMMARY

SAFE HIGHWAY COALITIONS

CALIFORNIA

PROGRAM AREA(S) Traffic Services	PROJECT CHARACTERISTICS Reduction of reportable traffic collisions through increased enforcement, establishment of a task force, and a public education campaign.
TYPE OF JURISDICTION Tulare County. Specifically, the Cutler-Orosi community.	JURISDICTION SIZE 404,000
TARGETED POPULATIONS Motor Vehicle Drivers	

CORRIDOR 4 (State Route 63 - Visalia)

PROBLEM IDENTIFICATION

An identified traffic safety problem existed on State Route 63 (SR 63) between milepost 10.62 and 30.08 within the California Highway Patrol (CHP) Visalia Area. Unsafe speed and right-of-way violations were consistently the two primary collision factors. Accordingly, this project used the “corridor” approach to positively impact traffic safety. Through the use of a task force, problems were identified and solutions were developed and implemented. Additionally, enhanced enforcement efforts, coupled with a strong public awareness campaign, were directed toward corridor drivers.

PROJECT GOALS

1. To reduce the number of fatal victims on high-collision highways for each corridor:

Corridor 4 – by October 31, 2006.

Exact goals will be established after each corridor task force’s initial meeting:

Corridor 4 – by November 30, 2005.

Result: Accomplished. Corridor 4’s quantifiable goal was established during the July through September 2005 reporting period. The goal was to reduce the number of fatal victims on Corridor 4, from 4 to 3, by October 31, 2006.

Result: Goal 1 – Accomplished. Statewide Integrated Traffic Records Systems (SWITRS) data for the period of November 1, 2005, through October 31, 2006, indicate a total of two fatal victims on the corridor. This is a 50 percent decrease when compared to the average number of fatal victims during the January 1, 2002, through December 31, 2004, base period.

2. To reduce the number of injured victims on high-collision highways for each corridor:

Corridor 4 – by October 31, 2006. Exact goals will be established after each corridor task force’s initial meeting: Corridor 4 – by November 30, 2005.

Result: Accomplished. Corridor 4’s quantifiable goal was established during the July through September 2005 reporting period. The goal was to reduce the number of injured victims on Corridor 4, from 69 to 63, by October 31, 2006.

Result: Goal 2 – Accomplished. SWITRS data for the period November 1, 2005, through October 31, 2006, indicate a total of 49 injured victims on the corridor. This is a 29 percent decrease when compared to the average number of injured victims during the January 1, 2002, through December 31, 2004, base period.

PROJECT OBJECTIVES

1. **To select six corridors recommended by CHP Divisions, based upon input from CHP Areas, Caltrans Districts, and regional transportation planning agencies by July 31, 2006.**
Result: Accomplished. Corridor 4 was selected in March of 2005.
2. **To provide the Office of Traffic Safety (OTS) with the required documentation of local support for each corridor: Corridor 4 – by October 31, 2005.**
Result: Accomplished. A letter of support from the Cutler-Orosi Joint Unified School District was received and forwarded to Grants Management Unit (GMU) and OTS in September 2005.
3. **To issue an operational plan for each corridor, establishing the method of operation and the policies applicable to carry out the grant program: Corridor 4 – by September 30, 2005.**
Result: Accomplished. Corridor 4's operational plan was completed and submitted on September 22, 2005.
4. **To conduct a language assessment of the project's service area to determine needs for materials in languages other than English for each corridor: Corridor 4 – by October 31, 2005.**
Result: Accomplished. The language assessment indicated that English and Spanish were the two principle languages in the Visalia Area. Therefore, educational materials were produced in English and Spanish.
5. **Task force members will be identified and the initial meeting for each corridor will be scheduled: Corridor 4 – by August 31, 2005.**
Result: Accomplished. Corridor 4's task force members were identified in August 2005, and the initial meeting was conducted on October 24, 2005.
6. **To conduct a minimum of four task force/coalition meetings during each corridor implementation: Corridor 4 – by October 31, 2006.**
Result: Accomplished. The Corridor 4 task force met one time prior to its Implementation Phase on October 24, 2005. The task force met eight times during its Implementation Phase.
7. **To identify, through each task force/coalition, at least four factors, including conditions and behaviors, negatively impacting traffic safety on the respective corridor, and to identify potential short- and/or long-term solutions to the factors: Corridor 4 – by April 30, 2006.**
Result: Accomplished. The Corridor 4 task force identified four factors, including conditions and behaviors, negatively impacting traffic safety on the corridor, and identified potential short-and/or long-term solutions to the factors by April 30, 2006.
8. **To implement at least two potential solutions per corridor within 12 months after each initial task force/coalition convenes: Corridor 4 – by October 31, 2006.**
Result: Accomplished. The Corridor 4 task force implemented two identified solutions on the corridor.
9. **To deploy officers on project-funded overtime along appropriate routes to enforce traffic violations consistent with identified "top five" reportable collision primary factors during the Implementation Phase for each corridor: Corridor 4 – ending October 31, 2006.**
Result: Accomplished. Corridor 4 deployed 2,584.5 hours, exceeding its allocated officer overtime through October 31, 2006.

EXECUTIVE SUMMARY

10. To conduct a public awareness campaign to include:

- a. Issuance of a news release announcing the kick-off of the project for each project: Corridor 4 – by October 31, 2005.**

Result: Accomplished. Corridor 4 conducted a news conference on November 1, 2005, at the CHP Visalia Area office.

- b. To develop a project logo for each corridor: Corridor 4 - by October 31, 2005.**

Result: Accomplished. Corridor 4 developed a logo on October 27, 2005.

- c. To conduct at least one public affairs officer (PAO) presentation per month during each corridor's Implementation Phase: Corridor 4 – November 1, 2005, through October 31, 2006.**

Result: Not accomplished. Corridor 4 was unable to provide presentations for the months of November and December 2005, and March, April, and May 2006, due to the PAO's retirement. However, the new PAO provided at least one presentation for the months of January, February, and June through October 2006.

11. To produce/air public service announcements (PSAs) and paid media ads by December 31, 2007.

Result: Accomplished. Ogilvy, Inc. negotiated with local English and Spanish radio stations to purchase radio spots during commute hours and maximum enforcement periods through September 30, 2006. The radio spots were completed.

12. To describe and assess separately the effectiveness of "paid and donated" TV/radio airtime messages.

Result: Accomplished. One paid commercial was produced. It was aired on both English and Spanish radio stations, 366 different times, at a cost of \$27,503.35.

13. To describe and assess separately the effectiveness of "paid and donated" printed messages.

Result: Not applicable. Corridor 4 did not utilize "paid and donated" printed messages.

14. To develop localized educational materials and promotional items encouraging participation in project goals and objectives, educational presentations, etc. Items must include a traffic safety message, and if space is available, the OTS and BT&H logos. Materials are to be distributed at appropriate venues for each corridor: Corridor 4 – by October 31, 2006.

Result: Accomplished. In addition to rack cards in English and Spanish, task force members created educational flyers that were distributed to the school children within the corridor.

15. To develop and include with each Final Report a *Safety Action Plan* addressing the traffic safety issues specific to each corridor: Corridor 4 – by August 31, 2007.

Result: Accomplished. The Corridor 4 *Safety Action Plan* was developed and submitted to GMU by August 31, 2007. It is included in the Final Report.

STRATEGIES AND ACTIVITIES

The project deployed additional enforcement personnel from the CHP Visalia Area. The deployments focused on enforcement efforts on SR 63. Additionally, a contributing factor in the high collision rate within the safety corridor is the amount of traffic associated with the various schools within the safety corridor. The CHP Visalia Area partnered with the Cutler-Orosi School District to launch a public awareness campaign aimed at educating the parents of the school children about traffic safety.

EXECUTIVE SUMMARY

RESULTS

Through the deployment of enhanced enforcement and a public education and awareness campaign, the project achieved a 50 percent decrease in fatal victims and 29 percent decrease in injury victims during the Implementation Phase. The reductions surpassed the project goals.

FUNDING

Section 164: \$2,251,324.00

CONTACT

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**SAFE HIGHWAY COALITIONS
PROJECT NUMBER PT0507**

**CORRIDOR 4 – STATE ROUTE 63, VISALIA
CORRIDOR PROJECT**

INTRODUCTION

The National Highway Traffic Safety Administration (NHTSA), through the California Office of Traffic Safety (OTS), authorized the Department of the California Highway Patrol (CHP) to develop and implement the Safe Highway Coalitions, project number PT0507. Funding for the entire project as of this Final Report was \$2,251,324.00.

The multidisciplinary corridor safety coalitions, each of which work together to gain an understanding of the problems on a particular corridor and then support and implement solutions, have proven to be a dynamic way of improving traffic safety, both in the short-term and the long-term.

This report was prepared in accordance with the PT0507 Project Agreement established between the CHP, OTS, and NHTSA. The Project Agreement is contained in Annex A.

BACKGROUND

In California, with more than 4,100 killed and more than 300,000 injured annually on the state's roadways, reducing traffic fatalities and injuries is a challenge for the CHP whose responsibility is to enforce traffic laws on more than 150,000 miles of state and local public roadways. As a means to address this challenge, the CHP has adopted enforcement, education, and engineering efforts through the implementation of their safety corridor program. The safety corridor program has helped build collaborative partnerships to meet the challenge of maintaining traffic safety on California roadways. The CHP has found that building partnerships is vital because drivers cross jurisdictions, and no single entity working alone can solve all traffic safety problems or address all traffic safety needs. With the implementation of the safety corridor program in 1992, the CHP has been able to target road segments or corridors, with a high number of traffic collisions, throughout the state which have benefited significantly from this collaborative approach.

State Route 63 (SR 63) is a north-south state highway that runs through California's Central Valley. The highway provides a main link between the northern, rural communities of Cutler and Orosi and the county seat of Visalia. A segment of SR 63, within the CHP Visalia Area, was designated a highway safety corridor due to a disproportionate number of fatal and injury collisions. Specifically, the safety corridor was comprised of the unincorporated roadway just north of the Visalia City limits to the Fresno County line.

PROJECT GOALS

1. To reduce the number of fatal victims on high-collision highways for each corridor.

- **Corridor 4 – by October 31, 2006**

Exact goals will be established after each corridor task force's initial meeting.

- **Corridor 4 – by November 30, 2005**

Progress: Accomplished. Corridor 4's quantifiable goal was established during the October through December 2005 reporting period. The goal was to reduce the number of fatal victims on Corridor 4, from 4 to 3, by October 31, 2006.

2. To reduce the number of injured victims on high-collision highways for each corridor.

- **Corridor 4 – by October 31, 2006**

Exact goals will be established after each corridor task force's initial meeting.

- **Corridor 4 – by November 30, 2005**

Progress: Accomplished. Corridor 4's quantifiable goal was established during the October through December 2005 reporting period. The goal was to reduce the number of injured victims on Corridor 4, from 69 to 63 by, July 31, 2006.

Corridor 4		Data Set Number: 700037RT	
Corridor to be identified by: 7-31-06			
Goal to be quantified by: 11-30-05			
Quantified goal statements:			
Goal 1 To reduce the number of fatal victims on high collision highways from 4 to 3 as compared to the average number, 4, that occurred during the base period of January 1, 2002, through December 31, 2004, by October 31, 2006.			
Goal 2 To reduce the number of injured victims on high collision highways from 69 to 63 as compared to the average number, 69, that occurred during the base period of January 1, 2002, through December 31, 2004, by October 31, 2006.			
Corridor Description: State Route 63 (from north of Visalia City limits to the Fresno County line).			
Post Mile 10.62 to 30.08.			
Reporting Period 2005/2006		Actual	
	Fatal Victims	Injured Victims	
November 05	0	6	
December 2005	1	2	
January 2006	0	13	
February 2006	0	3	
March 2006	0	5	
April 2006	1	7	
May 2006	0	1	
June 2006	0	5	
July 2006	0	2	
August 2006	0	2	
September	0	1	
October 2006	0	2	
To Date Totals	2	49	
Average # of Fatalities/ Injuries During the Base Period: January 1, 2002, through December 31, 2004	4	69	
To Date Total +/- Difference from Base	-2	-20	
To Date Totals % Difference from Base	-50%	-29%	

Progress:

Goal 1: Accomplished. SWITRS data for the period of November 1, 2005, through October 31, 2006, indicates a total of two fatal victims on the corridor. This is a 50 percent decrease when compared to the average number of fatal victims for the same months during the January 1, 2002, through December 31, 2004, base period.

Goal 2: Accomplished. The numbers for the injured victims was changed. The initial numbers used were injury collisions instead of the required injured victims. SWITRS data for the period November 1, 2005, through October 31, 2006, indicate a total of 49 injured victims on the corridor. This is a 29 percent decrease when compared to the average number of injured victims for the same months during the January 1, 2002, through December 31, 2004, base period.

PROJECT OBJECTIVES

1. **To select six corridors recommended by CHP Divisions, based upon input from CHP Areas, Caltrans Districts, and regional transportation planning agencies by July 31, 2006.**

Progress: Accomplished. Corridor 4 was selected in March 2005.

2. **To provide the Office of Traffic Safety (OTS) with the required documentation of local support for each corridor.**

- **Corridor 4 – by October 31, 2005**

Progress: Accomplished. A letter of support from the Cutler-Orosi Joint Unified School District (COJUSD) was received and forwarded to Grants Management Unit (GMU) and OTS in September 2005.

3. **To issue an operational plan for each corridor, establishing the method of operation and the policies applicable to carry out the grant program.**

- **Corridor 4 – by September 30, 2005**

Corridor Operational Plan

	Due Date	Date Issued
Corridor 4	9-30-05	9-22-05

Progress: Accomplished. Corridor 4's operational plan is contained in Annex B.

4. **To conduct a language assessment of the project's service area to determine needs for materials in languages other than English for each corridor.**

- **Corridor 4 – by October 31, 2005**

Progress: Accomplished. The language assessment indicated that English and Spanish were the two principle languages in the Visalia Area. Therefore, educational materials were produced in both English and Spanish.

5. **Task force members will be identified and the initial meeting for each corridor will be scheduled.**

- **Corridor 4 – by August 31, 2005**

Initial Meeting Scheduled Date

	Date
Corridor 4	10-24-05

Progress: Accomplished. Corridor 4's task force members were identified in August 2005 and convened for their first meeting on October 24, 2005, in Oroshi, California.

6. **To conduct a minimum of four task force/coalition meetings during each corridor's Implementation Phase.**

- **Corridor 4 – by October 31, 2006**

Corridor 4 Task Force/Coalition Meetings

Time Frame	Task Force/Coalition Meeting Date(s)/Location(s)
October 2005	10-24-05: Initial task force meeting.
January 2006	1-23-06: Task force meeting in Oroshi.
February 2006	2-21-06: Task force meeting in Oroshi.
March 2006	3-28-06: Task force meeting in Oroshi.
April 2006	4-18-06: Task force meeting in Oroshi.
May 2006	5-23-06: Task force meeting in Oroshi.
June 2006	6-27-06: Task force meeting in Oroshi.
August 2006	8-1-06: Task force meeting in Oroshi.
October 2006	10-25-06: Task force meeting in Oroshi.

Progress: Accomplished. The Corridor 4 task force met one time prior to its Implementation Phase on October 24, 2005. The task force met eight additional times during its Implementation Phase.

7. To identify, through each task force/coalition, at least four factors, including conditions and behaviors, negatively impacting traffic safety on the respective corridor, and to identify potential short-and/or long-term solutions to the factors.

- Corridor 4 – by April 30, 2006

Corridor 4
Identified Conditions/Behaviors
(to be implemented by April 30, 2006)

Condition/Behavior	Short- and/or Long-Term Solution	Date Identified
1. Speeding drivers	Enhanced enforcement.	11-1-05
2. No aerial enforcement markings.	Stripe for aerial enforcement.	2-21-06
3. Illegal u-turns at various schools within the corridor.	Addition of “No-Turn” signage and enforcement.	2-21-06
4. Insufficient pedestrian crossings and lighting.	Addition of pedestrian crossing and pedestrian lights.	2-21-06

Progress: Accomplished. The Corridor 4 task force identified four factors, including conditions and behaviors, negatively impacting traffic safety on the corridor, and identified potential short-and/or long-term solutions to the factors by April 30, 2006.

8. To implement at least two potential solutions per corridor within 12 months after each initial task force/coalition convenes.

- Corridor 4— by October 31, 2006

Corridor 4
Potential Solution Implementation
(to be implemented by October 31, 2006)

Identified Condition/Behavior	Potential Solution	Implementation Date
1. No aerial enforcement markings.	Stripe for aerial enforcement.	3-23-06
2. Illegal u-turns at various schools within the corridor.	A “No U-Turn” sign placed in front of El Monte Junior High School, and enforcement.	9-19-06

Progress: Accomplished. The Corridor 4 task force implemented two identified solutions on the corridor.

9. To deploy officers on project-funded overtime along appropriate routes to enforce traffic violations consistent with the identified "top five" reportable collision primary collision factors (PCFs) during the Implementation Phase for each corridor.

- Corridor 4 – ending October 31, 2006

Corridor 4 - Officer Overtime Deployment and Use

Enhanced Enforcement Hours Allocated Total 2,465	Overtime Hours Used Per Month						Total Hours Used to Date
2005	Nov.	Dec.					2,584.5
	8	134.5					
2006	Jan.	Feb.	March	April	May	June	
	207.75	169	190	327	142.5	165	
	July	Aug.	Sept.	Oct.			
	176	277	702.5	85.3			

Progress: Accomplished. Corridor 4 deployed 2,584.5 hours, exceeding its allocated officer overtime through October 31, 2006.

10. To conduct a public awareness campaign to include:

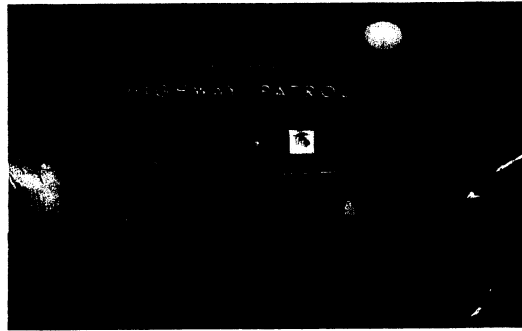
a. Issuance of a news release announcing the kick-off of the project for each corridor.

- Corridor 4 – by October 31, 2005

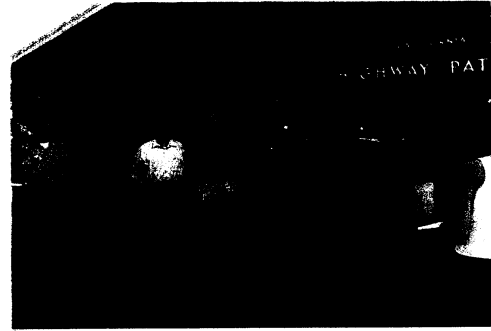
NEWS RELEASE – PROJECT KICK-OFF

Corridor	Due Date	Date Sent To GMU	Date Sent to OMR	Date of OMR Approval	Date Issued
4	10-31-05	Not Sent	Not Sent	No approval was obtained	10-31-05

Progress: Accomplished. Corridor 4's press release was issued on October 31, 2005. A news conference was conducted by Visalia Area to announce the beginning of the grant project on November 1, 2005.



Captain Smith of Visalia Area speaks at the news conference. Here, Captain Smith is showing the logo and slogan created for the grant.



Captain Smith of Visalia Area discusses the news conference. Task force members are in the background.

b. To develop a project logo for each corridor.

- Corridor 4 – by October 31, 2005

PROJECT LOGO

Corridor	Due Date for Development	Date Developed	Date Forwarded to GMU
4	10-31-05	10-27-05	1-5-06

Progress: Accomplished. Corridor 4 finalized its project logo on October 27, 2005.

c. To conduct at least one public affairs officer (PAO) presentation per month during each corridor's Implementation Phase.

- Corridor 4 – by October 31, 2006



PAO PRESENTATIONS

Corridor 4

Month	Location	Number of Attendees
January 2006	Visalia Parolee Group	115
February 2006	Visalia Rotary Club	210
June 2006	Visalia Rotary Club	200
July 2006	Visalia Chamber of Commerce	12
August 2006	Visalia Chamber of Commerce	15
September 2006	Tulare County Fair	500
October 2006	Goshen Town Council	15

Progress: Not accomplished. Corridor 4 was unable to provide presentations for the months of November and December 2005, and March, April, and May 2006, due to the retirement of the Visalia's Public Affairs Officer (PAO). However, the new PAO provided at least one presentation for the months of January, February, and June through October 2006.

11. To produce/air public service announcements (PSAs) and paid media ads by December 31, 2007.

Progress: Accomplished. Ogilvy, Inc. negotiated with local English and Spanish radio stations to purchase radio spots during commute hours and maximum enforcement periods through September 30, 2006. The radio spots were completed.

12. To describe and assess separately the effectiveness of "paid and donated" TV/radio airtime messages by providing:

- a. Number of PSAs produced.
- b. Subject of each PSA.
- c. Number of airings for each PSA.
- d. Total size of audience reached.
- e. Total cost or donated value.

Corridor 4 - PSAs

# Produced	Subject	# of Airings	Size of Audience	Cost or Donated Value
1	Stay Accident Free on SR 63	366	Not available.	\$27,503.35

Progress: Accomplished. Since the paid airtime messages were aired on the same radio stations as Corridor 3, the cost value billed by Ogilvy, Inc., was shared between the two corridors.

13. To describe and assess separately the effectiveness of "paid and donated" printed messages by providing:

- a. Number of messages produced.
- b. Subject of each message.
- c. Number of printings for each message.
- d. Total size of audience reached.
- e. Total cost or donated value.

Progress: Not applicable. Corridor 4 did not utilize "paid and donated" printed messages.

14. To develop localized educational materials and promotional items encouraging participation in project goals and objectives, educational presentations, etc. Items must include a traffic safety message, and if space is available, the OTS and Business, Transportation, and Housing logos. Materials are to be distributed at appropriate venues for each corridor.

- Corridor 4 – by October 31, 2006

Progress:

Corridor 4: Accomplished. Corridor 4's task force developed and distributed rack cards, flyers and other educational material to the community. Additionally, several promotional items were bought and distributed at various community functions. (Annexes F and G).

15. To develop and include with each Final Report a *Safety Action Plan* addressing the traffic safety issues specific to each corridor.

- Corridor 4 – by August 31, 2007

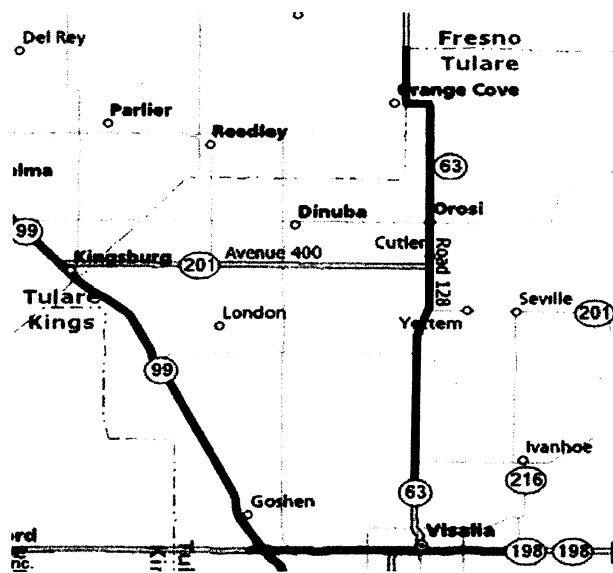
Corridor	Due Date	Date Developed	Date Submitted to GMU
4	8-31-07	10-31-06	8-31-07

Progress: Accomplished. Corridor 4's *Safety Action Plan* was developed, then submitted to Grants Management Unit by August 31, 2007. It is included in this Final Report as Annex C.

PROJECT DESCRIPTION

Known locally as the Dinuba Highway, SR 63 is a 38.44-mile, north-south state highway in California's Central Valley. The highway provides a main link between the northern, rural communities of Cutler and Oroshi and the county seat of Visalia. A segment of SR 63, within the CHP Visalia Area, was designated a highway safety corridor due to a disproportionate number of fatal and injury collisions. Specifically, the safety corridor was comprised of a 20-mile, unincorporated roadway beginning just north of the Visalia City limits and ending at the Fresno County line.

Because of the disproportionate number of fatal and injury collisions, the CHP used the "corridor" approach to positively impact traffic safety. The safety corridor approach combines enforcement, education and, when possible, engineering to reduce the number of collisions on these identified roadways. Additionally, task forces comprised of representatives from city, county, regional, state, and federal government agencies, and the private sector are established for the year-long duration of the project grant. The mission of each task force is to assist the Department in identifying factors negatively impacting traffic safety on the corridor, make recommendations to improve traffic safety, and implement, if economically feasible, those recommendations. The SR 63 Highway Coalition



brought together individuals from the public and private sectors in a face-to-face forum that allowed them to discuss traffic safety on this rural part of Tulare County. The Cutler-Orosi area is heavily reliant on agriculture as an economic base. Additionally, the dairy industry is also important to the economy of Tulare County, which is the leading area in the world for dairies and milk production. These industries, along with the desirable location and fertile soil, has drawn a large number of people of various ethnicities and countries.

A significant factor in the composition of the traffic flow within the Cutler-Orosi area surrounding SR 63 is the increasing number of students attending the various schools within the Cutler-

Orosi Joint Unified School District (COJUSD). Several of the 11 schools within the district are located either on or adjacent to SR 63. Additionally, approximately 85 percent of the students attending the COJUSD are limited in English when they enroll. Due to these factors, the COJUSD, including their executive staff and principals from the various schools played a large role on the task force. These task force members were instrumental in successfully implementing the educational component of this project.

METHODOLOGY/CHRONOLOGY

The following provides a chronological description of project activities as reflected in the Project Agreement:

Phase I – Program Preparation (October 1, 2004, through December 31, 2006) Corridor 4 (August 1, 2005, through October 31, 2005)

During this phase, the most recent SWITRS data was used to compile necessary statistics to evaluate collisions on the corridor. Staff from Planning and Analysis Division, Special Projects Section, met with the CHP Visalia Area on September 22, 2005, to discuss the format, goals, and objectives of the project. At this meeting, task force members were identified and invited to participate on the task force. The project logo was developed.

Phase II – Implementation (April 1, 2005, through December 31, 2007) Corridor 2 (November 1, 2005, October 31, 2006)

The task force convened for the first time on October 24, 2005, and met eight additional times to identify, discuss, and implement recommendations for improvements to traffic safety. Discussions on the format, goals, and objectives of the grant were ongoing. On November 1, 2005, a press conference was conducted to promote the objectives of the corridor. Hours were deployed for

overtime enforcement. Promotional and educational items were procured and distributed at appropriate community events.

**Phase III – Data Gathering and Analysis (Throughout project period)
Corridor 4 (November 1, 2006, through June 30, 2007)**

Data was gathered throughout the project period on activities and results to support the quarterly and final reports. The data was used to determine progress toward the accomplishment of objectives and achievement of the project goal.

**Phase IV – Final Report and Executive Summary (October 1, 2008, through
November 30, 2008)
Corridor 4 (September 30, 2007)**

Collision, citation, and victim statistical information was collected. Final SWITRS data was collected and included in this Final Report.

PROBLEMS

No significant problems were encountered.

RESULTS

The SR 63 corridor is an excellent example of the “corridor” approach to rectifying identified problems within a specific segment of roadway. By using this approach SR 63 saw a significant decrease in the number of fatal and injury victims. The number of fatal victims decreased by 50 percent and the number of injury victims decreased by 29 percent. This far surpassed the goals originally set for this project.

COST EFFECTIVENESS

According to the 2005 Annual Report of Fatal and Injury Motor Vehicle Traffic Collisions (based on data provided by the United States Department of Transportation), the cost of one traffic collision fatality is \$3,247,000. For injury collisions, the economic cost ranges from \$24,000 to \$225,000 per victim, depending on injury severity. Accordingly, any reduction in fatal and injury collisions provides societal and economic benefit.

RECOMMENDATION(S)

Task force members should continue to work together to promote highway safety through multi-agency enforcement, and by promoting public awareness and education campaigns committed to making SR 63 a safe road to travel.

The task force members agreed to continue to work together for the proactive development, implementation, and evaluation of traffic safety in and around the corridor site.

Annex A

Safe Highway Coalitions PT0507 Project Agreement



State of California
Business, Transportation & Housing Agency

PROJECT NUMBER
PT0507

**OFFICE OF TRAFFIC SAFETY
GRANT AGREEMENT**

PAGE 1 (To be completed by applicant Agency)

1. PROJECT TITLE
SAFE HIGHWAY COALITIONS

2. NAME OF APPLICANT AGENCY
CALIFORNIA HIGHWAY PATROL (CHP)

3. AGENCY UNIT TO HANDLE PROJECT
PLANNING AND ANALYSIS DIVISION (PAD)

4. PROJECT PERIOD
Month - Day - Year

From: **10-1-04**
To: **9-30-08**

5. PROJECT DESCRIPTION (Summarize the project plan covering the objectives, method of procedures, evaluation, and end product in approximately 100 words. Space is limited to six lines.)

The CHP will conduct a project to reduce vehicle-related fatalities and injuries along six high-collision highway (corridor) segments (to be determined upon site selection). This project includes both a public education and awareness campaign and enhanced enforcement directed at reducing fatalities and injuries on the selected corridors. Local coalitions/task forces comprised of interested parties from local, regional, state, and/or federal organizations and agencies, will be formed to address the issues on each corridor by comprehensively evaluating both causes and possible remedies. The coalitions/task forces will establish specific goals for fatality and injury reduction on each of the six corridors and develop *Safety Action Plans* for implementing short- and/or long-term solutions individually tailored to each. Fixed-wing aircraft and road patrol enforcement will be deployed on overtime along each corridor. The focus of the enforcement efforts will be on those violations which most commonly cause collisions on the identified corridors, or which may aggravate the consequences of those collisions, such as speeding and right-of-way violations.

6. FEDERAL FUNDS ALLOCATED UNDER THIS AGREEMENT SHALL NOT EXCEED: **\$2,251,324.00**

7. APPROVAL SIGNATURES


A. PROJECT DIRECTOR

NAME: **L. D. DUMMER** PHONE: (916) 657-4098
TITLE: **Assistant Chief** FAX: (916) 657-4087
ADDRESS: 2555 First Avenue
Sacramento, California 95818-2696
E-MAIL: **ldummer@chp.ca.gov**


(Signature) **1/31/06**
(Date)


B. AUTHORIZING OFFICIAL OF APPLICANT AGENCY

NAME: **K. P. GREEN** PHONE: (916) 657-7194
TITLE: **Assistant Commissioner, Staff** FAX: (916) 657-7324
ADDRESS: 2555 First Avenue
Sacramento, California 95818-2696
E-MAIL: **kgreen@chp.ca.gov**


(Signature) **2/10/06**
(Date)

C. FISCAL OR ACCOUNTING OFFICIAL

NAME: **S. M. CAHILL** PHONE: (916) 375-2733
TITLE: **Commander** FAX: (916) 375-2752
ADDRESS: 860 Stillwater Road
West Sacramento, California 95605-1649
E-MAIL: **scahill@chp.ca.gov**


(Signature) **2/10/06**
(Date)

D. OFFICE AUTHORIZED TO RECEIVE PAYMENTS

NAME: **Accounting Section**
ADDRESS: P. O. Box 942900
Sacramento, California 94298-2900

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PROJECT DESCRIPTION

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BACKGROUND

A. General Characteristics

The California Highway Patrol (CHP) is an operating department within the Business, Transportation and Housing Agency (BTH). Its authority and responsibilities are established in the California Vehicle Code. The overall purpose of the Department as a principal criminal justice agency is to ensure safety, security, and service to the public. This is accomplished through:

- Collision Prevention. To minimize the loss of life, personal injury, and property damage resulting from traffic collisions.
- Emergency Incident/Traffic Management. Minimizing exposure of the public to unsafe conditions resulting from emergency incidents, impediments, and congestion.
- Law Enforcement. To minimize crime.
- Assistance. To assist other public agencies.
- Services. To maximize service to the public in need of aid or information.

B. Streets and Highways

The Department is responsible for over 104,000 miles of highway. Of these, approximately 14,000 miles are state highways¹ and 90,000 miles are county roads. In 2002, approximately 231 billion miles were driven on CHP-patrolled highways.

C. Operating Department

The organizational structure of the CHP divides the state into eight field Divisions. Within these eight field Divisions are commercial vehicle inspection facilities; communications centers; and over 100 Area offices, substations, and resident posts. In addition to the field Divisions, there are nine Headquarters Divisions and four Headquarters Offices which fall under the direction of the Commissioner or the Assistant Commissioners, Field and Staff. The CHP Headquarters is located in Sacramento. For fiscal year 2003/2004, the CHP had over 10,000 authorized personnel positions, of which approximately 7,000 are uniformed and 3,000 are non-uniformed. The CHP has responsibility for providing 24-hour-a-day services every day of the year for approximately 34 million residents of the State of California and approximately 28 million motor vehicles.

¹ These include Interstate Routes, United States Routes, and State Routes.

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PROJECT No.: PT0507

PROJECT DESCRIPTION

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The CHP will be the Department directly responsible for conducting the project. Special Projects Section (SPS), Planning and Analysis Division (PAD), will be the Office of Primary Interest (OPI) for the project.

D. Existing System

Road patrol officers are deployed on major highway systems within the Department's jurisdiction according to past traffic collision experience and future projections. Traffic safety public information and education efforts are conducted by assigned CHP officers as resources permit. Additionally, bilingual officers work with non-English-speaking communities to encourage their involvement with traffic safety issues.

PROBLEM STATEMENT

In 2002, there were 2,275 fatal, 72,380 injury, and 152,864 property-damage-only collisions within the CHP's jurisdiction. As a result, 2,628 persons were killed and 113,177 were injured.

Safer highways in California are a vital concern for all travelers in the state. The CHP is continuously investigating ways to contribute to the state's safer roadways by improving the highway environment and changing driver behavior. While several public safety agencies have an interest or obligation to enhance traffic safety on state roadways, the CHP realizes that each agency tends to function independently within its area of responsibility on potential issues of concern. The CHP will select four high-collision highway segments as project corridors. The process for the selection of the highway segments will involve gathering statistical information from the Statewide Integrated Traffic Records Systems (SWITRS), California Department of Transportation (Caltrans), CHP Area offices, as well as soliciting support from local stakeholders who will be potential coalition/task force members.

Past projects indicate applying the task force approach composed of members representing the CHP, allied agencies, elected officials, local agencies, and the private sector, to implement short- and/or long-term changes to improve a selected high-collision segment of a highway has been successful. The CHP received the 2001 Herman Goldstein Award for Excellence in Policing for its task force/corridor projects.

ATTEMPTS TO SOLVE THE PROBLEM

Since October 2000, the CHP has conducted two projects, Corridor Safety Project Expansion, Phase VII, PT0140, which began October 1, 2000, and ends September 30, 2004; and Corridor Safety Project Expansion, Phase VIII, PT0310, which began October 1, 2002, and ends September 30, 2004. The "corridor" approach has promoted proactive and positive results. The projects have been effective in isolating and addressing traffic safety issues. Applying the "corridor" approach permits task forces to focus limited resources on specific locations, rather than conducting a statewide campaign.

SCHEDULE A

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PROJECT DESCRIPTION

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By September 30, 2004, PT0140 and PT0310 will have been completed, and there is no indication that requests for assistance will diminish. Therefore, even though the evaluation periods for PT0140 and PT0310 end on September 30, 2004, it is expedient to have a procedure in place that allows additional projects to be chosen in Federal Fiscal Year 2004/2005.

The multidisciplinary corridor safety task forces, each of which works together to gain understanding of the problems on a particular corridor and then support and implement solutions, have proven to be a dynamic way of improving traffic safety, both in the short-and long-term, on previous corridors. Staff has streamlined processes and drawn upon past experience from eight corridor projects, involving 35 task forces. This project will apply the "corridor" approach to four corridors identified by high collision statistics.

PROJECT GOALS

1. To reduce the number of fatal victims on high-collision highways for each corridor.

- Corridor 1 - by March 31, 2006
- Corridor 2 - by August 31, 2006
- Corridor 3 – by July 31, 2006
- Corridor 4 – by October 31, 2006
- Corridor 5 - by April 30, 2007
- Corridor 6 - by December 31, 2007

Exact goals will be established after each corridor task force's initial meeting.

- Corridor 1 - by April 30, 2005
- Corridor 2 - by September 30, 2005
- Corridor 3 – by August 31, 2005
- Corridor 4 – by November 30, 2005
- Corridor 5 - by May 31, 2006
- Corridor 6 - by January 31, 2007

2. To reduce the number of injured victims on high-collision highways for each corridor.

- Corridor 1 - by March 31, 2006
- Corridor 2 - by August 31, 2006
- Corridor 3 – by July 31, 2006
- Corridor 4 – by October 31, 2006
- Corridor 5 - by April 30, 2007
- Corridor 6 - by December 31, 2007

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Exact goals will be established after each corridor task force's initial meeting.

- Corridor 1 - by April 30, 2005
- Corridor 2 - by September 30, 2005
- Corridor 3 – by August 31, 2005
- Corridor 4 – by November 30, 2005
- Corridor 5 - by May 31, 2006
- Corridor 6 - by January 31, 2007

PROJECT OBJECTIVES

1. To select six corridors recommended by CHP Divisions, based upon input from CHP Areas, Caltrans Districts, and regional transportation planning agencies by July 31, 2006.
2. To provide the Office of Traffic Safety (OTS) with the required documentation of local support² for each corridor.
 - Corridor 1 - by March 31, 2005
 - Corridor 2 - by August 31, 2005
 - Corridor 3 – by July 31, 2005
 - Corridor 4 – by October 31, 2005
 - Corridor 5 - by April 30, 2006
 - Corridor 6 - by December 31, 2006
3. To issue an operational plan³ for each corridor, establishing the method of operation and the policies applicable to carry out the grant program.
 - Corridor 1 - by December 31, 2004
 - Corridor 2 - by June 30, 2005
 - Corridor 3 - by June 30, 2005
 - Corridor 4 – by September 30, 2005
 - Corridor 5 – by February 28, 2006
 - Corridor 6 - by October 31, 2006

² Projects designated by OTS as “for local benefit” require documentation of “consent and acceptance” by representatives of local government. For “Corridor” projects, such documentation will be provided as soon as practical after selection of the roadways to be involved in the project.

³ The operational plan will contain a strategic distribution of allocated overtime hours.

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PROJECT DESCRIPTION

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4. To conduct a language assessment of the project's service area to determine needs for materials in languages other than English for each corridor.⁴
 - Corridor 1 - by March 31, 2005
 - Corridor 2 - by August 31, 2005
 - Corridor 3 – by July 31, 2005
 - Corridor 4 – by October 31, 2005
 - Corridor 5 - by April 30, 2006
 - Corridor 6 - by December 31, 2006
5. Task force members will be identified and the initial meeting for each corridor will be scheduled.
 - Corridor 1 - by January 31, 2005
 - Corridor 2 - by June 30, 2005
 - Corridor 3 – by May 31, 2005
 - Corridor 4 – by August 31, 2005
 - Corridor 5 - by February 28, 2006
 - Corridor 6 - by October 31, 2006
6. To conduct a minimum of four task force/coalition meetings during each corridor's Implementation Phase.
 - Corridor 1 - by March 31, 2006
 - Corridor 2 - by August 31, 2006
 - Corridor 3 – by July 31, 2006
 - Corridor 4 – by October 31, 2006
 - Corridor 5 - by April 30, 2007
 - Corridor 6 - by December 31, 2007
7. To identify, through each task force/coalition, at least four factors, including conditions and behaviors, negatively impacting traffic safety on the respective corridor, and to identify potential short- and/or long-term solutions to the factors.
 - Corridor 1 - by September 30, 2005
 - Corridor 2 - by February 28, 2006
 - Corridor 3 – by January 31, 2006
 - Corridor 4 – by April 30, 2006
 - Corridor 5 - by October 31, 2006
 - Corridor 6 - by June 30, 2007

⁴ Project materials will accommodate identified needs.

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8. To implement at least two potential solutions per corridor within 12 months after each initial task force/coalition convenes.
 - Corridor 1 - by March 31, 2006
 - Corridor 2 - by August 31, 2006
 - Corridor 3 – by July 31, 2006
 - Corridor 4 – by October 31, 2006
 - Corridor 5 - by April 30, 2007
 - Corridor 6 - by December 31, 2007
9. To deploy officers on project-funded overtime along appropriate routes to enforce traffic violations consistent with the identified “top five” reportable collision primary collision factors (PCFs) during the Implementation Phase for each corridor.
 - Corridor 1 - ending March 31, 2006
 - Corridor 2 - ending August 31, 2006
 - Corridor 3 – ending July 31, 2006
 - Corridor 4 – ending October 31, 2006
 - Corridor 5 - ending April 30, 2007
 - Corridor 6 - ending December 31, 2007
10. To conduct a public awareness campaign to include:
 - a. Issuance of a news release announcing the kick-off of the project for each corridor.
 - Corridor 1 - by March 31, 2005
 - Corridor 2 - by August 31, 2005
 - Corridor 3 – by July 31, 2005
 - Corridor 4 – by October 31, 2005
 - Corridor 5 - by April 30, 2006
 - Corridor 6 - by December 31, 2006

SCHEDULE A

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- b. To develop a project logo for each corridor.⁵
 - Corridor 1 - by March 31, 2005
 - Corridor 2 - by August 31, 2005
 - Corridor 3 - by July 31, 2005
 - Corridor 4 - by October 31, 2005
 - Corridor 5 - by April 30, 2006
 - Corridor 6 - by December 31, 2006
 - c. To conduct at least one public affairs officer (PAO) presentation per month during each corridor's Implementation Phase.
 - Corridor 1 - April 1, 2005, through March 31, 2006
 - Corridor 2 - September 1, 2005, through August 31, 2006
 - Corridor 3 - August 1, 2005, through July 31, 2006
 - Corridor 4 - November 1, 2005, through October 31, 2006
 - Corridor 5 - May 1, 2006, through April 30, 2007
 - Corridor 6 - January 1, 2007, through December 31, 2007
11. To produce/air public service announcements (PSAs) and paid media ads by December 31, 2007.
12. To describe and assess separately the effectiveness of "paid and donated" TV/radio airtime messages by providing:
- a. Number of PSAs produced.
 - b. Subject of each PSA.
 - c. Number of airings for each PSA.
 - d. Total size of audience reached.
 - e. Total cost or donated value.
13. To describe and assess separately the effectiveness of "paid and donated" printed messages by providing:
- a. Number of messages produced.
 - b. Subject of each message.
 - c. Number of printings for each message.
 - d. Total size of audience reached.
 - e. Total cost or donated value.

⁵ The project logo will be used on appropriate project materials.

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14. To develop localized educational materials and promotional items encouraging participation in project goals and objectives, educational presentations, etc. Items must include a traffic safety message, and if space is available, the OTS and BTH logos. Materials are to be distributed at appropriate venues for each corridor.⁶
- Corridor 1 - by March 31, 2006
 - Corridor 2 - by August 31, 2006
 - Corridor 3 - by July 31, 2006
 - Corridor 4 - by October 31, 2006
 - Corridor 5 - by April 30, 2007
 - Corridor 6 - by December 31, 2007
15. To develop and include with each Final Report a *Safety Action Plan* addressing the traffic safety issues specific to each corridor.
- Corridor 1 - by January 31, 2007
 - Corridor 2 - by June 30, 2007
 - Corridor 3 - by May 31, 2007
 - Corridor 4 - by August 31, 2007
 - Corridor 5 - by February 28, 2008
 - Corridor 6 - by November 30, 2008

NOTE: Nothing in this agreement shall be interpreted as a requirement, formal or informal, that an officer issue a specified or predetermined number of citations in pursuance of the obligations hereunder.

METHOD OF PROCEDURE

A 48-month traffic safety project containing both educational and enforcement elements will be conducted. The project will be completed in four phases: Program Preparation, Implementation, Data Gathering and Analysis, and Final Report and Executive Summary.

⁶ Note: Some of the incentive and educational items could include key rings, bumper stickers, posters, badges, stickers, T-shirts, hats, poster and essay contests, wristbands, pledges, books, press kits, or pamphlets. The traffic safety message will be project-related. Planned venues for distribution include safety presentations, community events, CHP informational booths, etc.

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The following table may be used as a reference when considering how the project phases apply to each corridor:

	Preparation	Implementation	Data Gathering and Analysis
Corridor 1	10-1-04 to 3-31-05	4-1-05 to 3-31-06	4-1-06 to 11-31-06
Corridor 2	4-1-05 to 8-31-05	9-1-05 to 8-31-06	9-1-06 to 4-30-07
Corridor 3	5-1-05 to 7-31-05	8-1-05 to 7-31-06	8-1-06 to 3-31-07
Corridor 4	8-1-05 to 10-31-05	11-1-05 to 10-31-06	11-1-06 to 6-30-07
Corridor 5	12-1-05 to 4-30-06	5-1-06 to 4-30-07	5-1-07 to 12-31-07
Corridor 6	8-1-06 to 12-31-06	1-1-07 to 12-31-07	1-1-08 to 9-30-08

Phase 1 – Program Preparation (October 1, 2004, through December 31, 2006)

All necessary preparatory actions will be accomplished to effect a prompt and smooth transition to the Implementation Phase. Preparatory actions include the following:

1. The operational plans will be developed and issued.
2. The project logo will be developed.
3. Project educational materials, and/or OTS-approved promotional items,⁷ will be selected and ordered.
4. The “kick-off” news release will be prepared⁸ and issued.
5. Requests for any necessary contractual documents will be submitted.
6. Draft contracts will be forwarded to OTS for approval, and copies of executed contracts will also be forwarded to OTS.

⁷ All promotional materials (incentive items given to the public) must be specifically approved by OTS before items are ordered.

⁸ CHP regulations also specify requirements for internal organizational approval of news releases prior to issuance.

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PROJECT DESCRIPTION

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7. The OPI will accomplish any other preparations necessary for timely project implementation, e.g., planning community safety presentations, coordinating with allied/other agencies, completing the language survey, preparing purchase requisitions for submission after OTS' official funding authorization, etc.

Phase 2 – Implementation (April 1, 2005, through December 31, 2007)

Project-related activities will be completed. Participating commands and allied agencies will accomplish assigned enforcement tasks. The public awareness campaign will be conducted. Progress toward objective accomplishment and goal achievement will be reported. Activities include the following:

1. Uniformed personnel will be deployed on overtime in support of project goals/objectives.
2. Allied agencies will participate in overtime deployments.
3. Public affairs officers (PAOs) will conduct safety presentations at appropriate venues, and distribute project educational/promotional materials. Samples will be forwarded to OTS.
4. The OPI will report progress toward the project goals and objectives in quarterly reports through channels to OTS.⁹

Phase 3 – Data Gathering and Analysis (October 1, 2004, throughout September 30, 2008)

Statistical data relating to the project goals and objectives will be collected, analyzed, and incorporated in quarterly reports. Quarterly reports for the quarter ending September 30 will include year-to-date comparisons of goals and objectives.

These reports will compare actual project accomplishments with the planned accomplishments. They will include information concerning changes made by the Project Director in planning and guiding the project efforts.

Data will be gathered on all project activities and results in order to support quarterly and final reporting of progress toward accomplishment of project objectives and achievement of the project goals.¹⁰

⁹ SWITRS collision data is normally available approximately six to eight months after the end of each reporting period. Throughout the project, unofficial locally-tracked collision data may be reported during the interim until official SWITRS data becomes available. Quarterly reports will clearly indicate any changes to previously reported data.

¹⁰ Although not a project goal or objective, citations issued by officers on project-funded overtime will be coded with a "special project code" to track the number of citations issued and the types of violations. Also, in accordance with OTS' August 2003 instructions regarding those projects for which the Data Gathering Phase continues for six months or longer after the Implementation Phase ends, no quarterly report for the last calendar quarter (or portion thereof) of project activity prior to the project ending date will be submitted, since the Final Reports will suffice.

SCHEDULE A

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Phase 4 – Final Report and Executive Summary (October 1, 2008, through November 30, 2008)

Begin the Final Report and Executive Summary in accordance with OTS requirements specified in the Grant Program Manual, Chapter 7. Both will be submitted to OTS within 60 days after the grant ends. For multiple-corridor projects, separate reports and executive summaries will be prepared for each corridor upon termination of that corridor. The separate reports will then be assembled for simultaneous submission to OTS by the due date as the overall project Final Report.

METHOD OF EVALUATION

Using the data compiled, the project manager will evaluate: (1) how well the stated project goals and objectives were accomplished, (2) whether all the activities outlined in the Method of Procedure were performed in accordance with the grant agreement, and (3) the project's cost effectiveness.

STATEMENT OF INTENT

It is the intent of the CHP to continue to identify specific traffic safety issues and to focus both enforcement and education resources to resolve or mitigate the influence of those issues on California's mileage death rate. The level of effort applied to address specific traffic safety issues will depend on competing priorities and available resources. CHP intends to devote available resources to reduce collisions statewide.

SCHEDULE A-1

PROJECT NO.: PT0507

ADMINISTRATIVE SUPPORT STATEMENT- Explain what type of priority this project has in your jurisdiction

This project is considered by the Department to be of high priority and has the full support of management.

AGENCY CONTRIBUTION- Explain what services or funds are being contributed by your agency in support of this project

The Department will provide all services necessary for coordination, administration, and evaluation of this project. The contribution will include, but is not limited to, the items listed below. Figures provided are based on estimated expenditures shown in Schedule B. As the project progresses, agency contribution will vary based upon actual expenditures, routine changes in billing/benefit rates, etc.

CONTRIBUTED ITEM	%	FY-1	FY-2	FY-3	FY-4	TOTAL
Indirect costs (associated with grant-funded personnel costs)	13.90%	\$75,076.90	\$86,298.17	\$66,554.82	\$37,739.44	\$265,669.33
Division/Air Coordinators (2 sergeants):						
Salary	5%	\$26,604.00	\$28,733.40	\$31,032.00	\$8,214.30	\$94,583.70
Benefits	5%	\$18,724.16	\$20,222.85	\$21,840.63	\$5,781.31	\$66,568.95
Indirect costs	5%	\$6,300.61	\$6,804.92	\$7,349.30	\$1,945.39	\$22,400.22
Area Coordinators (100 officers)						
Salary	2%	\$19,854.72	\$28,404.00	\$30,677.40	\$8,120.52	\$87,056.64
Benefits	2%	\$13,973.95	\$19,991.02	\$21,591.06	\$5,715.30	\$61,271.33
Indirect costs	2%	\$4,702.19	\$6,726.91	\$7,265.32	\$1,923.18	\$20,617.60
Patrol vehicle mileage (at 100 miles/8-hour-shift and 0.59/mile)	100%	\$41,108.25	\$47,701.50	\$27,612.00	\$5,074.00	\$121,495.75
TOTAL AGENCY CONTRIBUTION	33%	\$206,344.78	\$244,882.77	\$213,922.53	\$74,513.44	\$739,663.52

SCHEDULE B
PAGE 1
DETAILED BUDGET ESTIMATE
PROJECT NO. PT0507

	FISCAL YEAR (FY) ESTIMATES				TOTAL COST TO PROJECT
	FY-1 10/1/04 to 9/30/05 Actual Costs	FY-2 10/1/05 to 9/30/06 Actual Costs	FY-3 10/1/06 to 9/30/07	FY-4 10/1/07 to 9/30/08	
A. PERSONNEL COSTS (Positions & Salaries)					
<u>Uniformed Overtime Hours</u> (Hours and rates are approximations only. See Schedule B-1 for details.)					
1. Sergeant - 1,495 Hours 1/1/05 - 9/30/05 10/1/05 - 9/30/06 252 @ \$68.83 10/1/06 - 6/30/07 88 @ \$74.34 7/1/07 - 9/30/07 63 @ \$74.34 10/1/07 - 12/31/07	\$7,598.58	\$83,050.31	\$17,345.16 6,541.92	\$4,683.42	\$7,598.58 83,050.31 17,345.16 6,541.92 4,683.42
2. Officer - (includes 150 Court Hours) - 14,979 Hours 1/1/05 - 9/30/05 10/1/05 - 9/30/06 2,525 @ \$56.70 10/1/06 - 6/30/07 879 @ \$61.23 7/1/07 - 9/30/07 625 @ \$61.23 10/1/07 - 12/31/07	69,417.12	652,549.66	143,167.50 53,821.17	38,268.75	69,417.12 652,549.66 143,167.50 53,821.17 38,268.75
3. Officer (Pilot & Observer Flight Crews) - 389 Hours 1/1/05 - 9/30/05 10/1/05 - 9/30/06 80 @ \$125.32 10/1/06 - 6/30/07 30 @ \$135.35 7/1/07 - 9/30/07 15 @ \$135.35 10/1/07 - 12/31/07	0.00	0.00	10,025.60 4,060.50	2,030.25	0.00 0.00 10,025.60 4,060.50 2,030.25
4. Uniformed Overtime Benefits @ 11.721% @ 9.493% @ 9.374%	7,830.07	69,365.05	22,025.32	4,216.65	7,830.07 69,365.05 26,241.97
<u>Nonuniformed Overtime Hours</u>					
5. Public Safety Dispatchers - 366 Hours 1/1/05 - 9/30/05 10/1/05 - 9/30/06 63 @ \$37.02 10/1/06 - 6/30/07 21 @ \$38.87 7/1/07 - 9/30/07 19 @ \$38.87 10/1/07 - 12/31/07	1,410.92	4,617.75	2,332.26 816.27	738.53	1,410.92 4,617.75 2,332.26 816.27 738.53

SCHEDULE B
PAGE 2
DETAILED BUDGET ESTIMATE
PROJECT NO. PT0507

	FISCAL YEAR (FY) ESTIMATES				TOTAL COST TO PROJECT
	FY-1 10/1/04 to 9/30/05 Actual Costs	FY-2 10/1/05 to 9/30/06 Actual Costs	FY-3 10/1/06 to 9/30/07	FY-4 10/1/07 to 9/30/08	
A. PERSONNEL COSTS (Positions & Salaries) - continued					
<u>Nonuniformed Overtime Hours (continued)</u>					
6. Clerical Support - 367 Hours 1/1/05 - 9/30/05 10/1/05 - 9/30/06 63 @ \$28.61 10/1/06 - 6/30/07 21 @ \$30.04 7/1/07 - 9/30/07 19 @ \$30.04 10/1/07 - 12/31/07	976.54	6,482.10	1,802.43 630.84	570.76	976.54 6,482.10 1,802.43 630.84 570.76
7. Graphic Designer III - 25 Hours 1/1/05 - 9/30/05 10/1/05 - 9/30/06	0.00	0.00			0.00 0.00
8. TV Specialist - 44 Hours 1/1/05 - 9/30/05 10/1/05 - 9/30/06 12 @ \$43.24 10/1/06 - 9/30/07	0.00	0.00	518.88		0.00 0.00 518.88
9. Nonuniformed Overtime Benefits @ 15.504% @ 14.680% @ 15.011%	351.35	1,637.81	915.77	196.54	351.35 1,637.81 1,112.31
<u>Non-Uniformed Regular-Time Salary</u> (100% unless otherwise indicated)					
10. AGPA (Project Management) - 2 45 Months 10/1/04 - 9/30/05 10/1/05 - 9/30/06 9 @ \$5,509.00 10/1/06 - 6/30/07 3 @ \$5,785.00 7/1/07 - 9/30/07 9 @ \$5,785.00 10/1/07 - 6/30/08 3 @ \$6,074.00 7/1/08 - 9/30/08	119,946.48	125,267.33	99,162.00 34,710.00	\$104,130.00 \$36,444.00	119,946.48 125,267.33 99,162.00 34,710.00 104,130.00 36,444.00

SCHEDULE B
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DETAILED BUDGET ESTIMATE
PROJECT NO. PT0507

	FISCAL YEAR (FY) ESTIMATES				TOTAL COST TO PROJECT
	FY-1 10/1/04 to 9/30/05 Actual Costs	FY-2 10/1/05 to 9/30/06 Actual Costs	FY-3 10/1/06 to 9/30/07	FY-4 10/1/07 to 9/30/08	
A. PERSONNEL COSTS (Positions & Salaries) - continued					
Non-Uniformed Regular-Time Salary (continued)					
11. Non-Uniformed Regular-Time Benefits @ 56.316% @ 44.144% @ 47.119%	47,568.63	48,237.30	63,079.15	66,237.06	47,568.63 48,237.30 129,316.21
Category Sub-Total	\$255,099.69	\$991,207.31	\$460,954.77	\$257,515.96	\$1,964,777.73
B. TRAVEL EXPENSE					
1. In-State	\$7,985.56	\$9,740.61	\$9,000.00	\$2,000.00	\$28,726.17
2. Out-of-State	1,626.66	935.39	5,000.00	2,000.00	9,562.05
Category Sub-Total	\$9,612.22	\$10,676.00	\$14,000.00	\$4,000.00	\$38,288.22
C. CONTRACTUAL SERVICES					
1. Allied Agencies	\$864.40	\$27,153.09	\$25,000.00	\$4,500.00	\$57,517.49
2. Paid Media	0.00	2,985.00	106,123.71		109,108.71
Category Sub-Total	\$864.40	\$30,138.09	\$131,123.71	\$4,500.00	\$166,626.20
D. EQUIPMENT					
Category Sub-Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
E. OTHER DIRECT COSTS					
Applicable taxes included.					
1. Promotional Items	\$2,815.68	\$8,512.26	\$2,000.00		\$13,327.94
2. Educational Materials	11,572.76	5,337.60	0.00		16,910.36
3. Training	0.00	0.00	0.00		0.00
4. Corridor Signs	699.97	1,075.38	1,000.00		2,775.35
5. Minor Equipment		3,909.14	8,200.00		12,109.14

SCHEDULE B
PAGE 4
DETAILED BUDGET ESTIMATE
PROJECT NO. PT0507

	FISCAL YEAR (FY) ESTIMATES				TOTAL COST TO PROJECT
	FY-1 10/1/04 to 9/30/05 Actual Costs	FY-2 10/1/05 to 9/30/06 Actual Costs	FY-3 10/1/06 to 9/30/07	FY-4 10/1/07 to 9/30/08	
E. OTHER DIRECT COSTS (continued)					
6. LIDAR (Radar Units)		0.00			0.00
7. Services (Task Force)					
a. Facility Fees			6,000.00		6,000.00
b. Meeting Facility Fees	384.00	5,369.00	2,305.00	600.00	8,658.00
c. Transportation Fees	0.00	0.00	0.00		0.00
d. Display Booth Fees	0.00	0.00	0.00		0.00
e. Venue Fees			2,500.00		2,500.00
8. Fixed-Wing Aircraft Direct Operating Costs					
389 Hours					
1/1/05 - 9/30/05	2,909.26				2,909.26
10/1/05 - 9/30/06		3,251.26			3,251.26
50 @ \$75.00 10/1/06 - 6/30/07			3,750.00		3,750.00
20 @ \$75.00 7/1/07 - 9/30/07			1,500.00		1,500.00
15 @ \$75.00 10/1/07 - 6/30/08				1,125.00	1,125.00
9. Graphic Services Support	2,579.54	2,236.00	2,000.00		6,815.54
Category Sub-Total	\$20,961.21	\$29,690.64	\$29,255.00	\$1,725.00	\$81,631.85
F. INDIRECT COSTS					
Category Sub-Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PROJECT TOTAL	\$286,537.52	\$1,061,712.04	\$635,333.48	\$267,740.96	\$2,251,324.00

SCHEDULE B-1

PROJECT NO.: PT0507

BUDGET NARRATIVE

Page 1

A. PERSONNEL COSTS

Overtime:

- **Sergeant.** Overtime is provided for required supervision of activities.
- **Officer.** Overtime is provided for enforcement,¹ court appearances, public awareness safety presentations, and fixed-wing flight crews.
- **Public Safety Dispatcher (PSD) Support.** Overtime is provided for required dispatch support.
- **Clerical Support.** Overtime is provided for clerical staff to process the additional documents generated by the enhanced enforcement efforts.
- **Graphic/Photographer Support.** Overtime is provided for staff at the CHP Academy's Graphic Services Unit to develop and produce a project logo and/or other project materials. Overtime is also provided for a Photographer to produce pictorial products for use in reporting requirements and public awareness materials for the project.

Non-Uniformed Regular-Time Salary:

- **Associate Transportation Planner (ATP)/Associate Governmental Program Analyst (AGPA).**
Two (2) full-time ATP/AGPA salaries are provided for the required project management.

Notes:

Overtime hours will be appropriately distributed among participating commands. Unused non-uniformed hours (either overtime or regular) may revert to enforcement. In addition, unused clerical support hours may also revert to PSD, and graphic/photographer support overtime in lieu of enforcement. Overtime is budgeted for specific positions. However, whenever a person within the specific position classification is not available, a supervisor may fill in. For example, a sergeant may work in place of an officer; a PSD Supervisor may work in place of a PSD; an Office Services Supervisor may work in place of an Office Assistant or Word Processing Technician.

¹ Enforcement may also include motorcycle officers and/or aircraft flight crews with the number of hours adjusted proportionately for differences in pay rates.

SCHEDULE B-1

PROJECT NO.: PT0507

BUDGET NARRATIVE

Page 2

Estimated personnel costs were based on current pay rates with projected annual increases each July. If multiple positions are specified, estimates were based on the most costly position. Hours, rates, and salaries indicated in Schedule B are approximations only, and may change during the project period. The intent is to use all available funding for the positions and functions described. Employee benefit rates indicated in the table below (as applicable) were also used in calculating estimated costs.

BENEFIT RATES²

DESCRIPTION	OVERTIME		REGULAR SALARY
	Uniformed	Nonuniformed	Nonuniformed
OASDI	N/A	6.200%	6.200%
Medicare	1.450%	1.450%	1.450%
State Compensation	7.924%	7.361%	7.361%
Health, Dental, & Vision			15.111%
Retirement			16.997%
Total	9.374%	15.011%	47.119%

B. TRAVEL EXPENSE

- **In-state.** Such travel includes necessary travel by SPS and task force/coalition personnel to corridor sites/meeting locations. Due to task force scheduling considerations, meetings and travel may occur after the end of the Implementation Phase. Funding will also permit travel by the grant program coordinator and GMS personnel to OTS conferences and seminars as determined by CHP Executive Management. Attendance at these events provides the program coordinator and GMS staff an opportunity to exchange pertinent information with other grant personnel concerning the grant process.
- **Out-of-state.** Funding provides for attendance by appropriate CHP personnel at various conferences and meetings of national traffic safety organizations such as the Transportation Research Board, International Association of Chiefs of Police, American Association of Motor Vehicle Administrators, American Association of State Highway and Transportation Officials, Combined Accident Reduction Effort, and the annual Lifesavers Conference. Additionally, project out-of-state travel funds would provide for attendance at conferences and meetings where the corridor concept or other traffic-safety-related issues are discussed or presented, including Congressional training courses. These meetings and conferences will provide an excellent forum for discussion of California's corridor safety projects, as well as other traffic safety initiatives/programs, and sharing of information with other states conducting similar projects. All out-of-state travel is to receive prior approval from the Office of Traffic Safety (OTS).

² Rates shown were provided by CHP Accounting Section and were current as of the date of drafting of this document. However, rates may subsequently change, if appropriate, based upon standard departmental procedures for updating such rates.

SCHEDULE B-1

PROJECT No.: PT0507

BUDGET NARRATIVE

Page 3

Note: Travel expenses include conference/seminar registration fees as well as hotel, transportation, and per diem costs.

C. CONTRACTUAL SERVICES

- Funding for allied agency participation is provided. For corridor projects, allied agencies most commonly include Caltrans, and occasionally local law enforcement agencies with jurisdiction over selected corridor sites. Caltrans personnel participate in corridor task forces and/or provide expertise in development/review/implementation of safety action plans. If local law enforcement agencies agree to participate in the project, funding is provided to reimburse such agencies for personnel overtime costs. Personnel overtime will be used for activities specifically related to, and in direct support of, the project (e.g., additional enforcement, seatbelt checkups, child passenger restraint checkups, sobriety checkpoints, etc., as applicable based upon the focus of the corridor).
- Paid Media. Funding is provided for the production and airing of public service announcements to promote the goals and objectives of the project.

D. EQUIPMENT

No funding is provided for major equipment.

E. OTHER DIRECT COSTS

Corridor projects are unique in that site selection occurs after project commencement. After site selection, and based upon local conditions specific to each corridor, the associated task force determines necessary support items appropriate to its respective corridor. Therefore, expected needs in this category have not yet been identified, and flexibility in selection of such items is essential.

To accommodate this needed flexibility while fulfilling OTS requirements for specificity, each line item indicated in the Schedule B for this project is described below by a list of items commonly purchased by task forces during earlier corridor projects. The task force/coalition for each corridor in this project will choose the most appropriate items from those listed below based upon local conditions and allocated funding. The OPI will ensure that each task force exercises prudent judgment in determining which items to purchase, and the quantity of each. Quantities for strictly price-dependent items (e.g., bike helmets, child passenger restraints, radar units, etc.) are approximations only and may vary based on final unit cost.

SCHEDULE B-1

PROJECT No.: PT0507

BUDGET NARRATIVE

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Upon task force/coalition selection of requested items, the list will be promptly forwarded via e-mail/fax through GMS to OTS for information. If OTS objects to any intended purchase, the Regional Coordinator may notify GMS, which will then terminate the acquisition if possible. If special circumstances warrant purchase of an appropriate and essential item not listed below, GMS will forward a fax/e-mail request to OTS for pre-purchase approval.

Corridor project budgets commonly include promotional items, educational materials, minor equipment, supplies, and services as line items. The following descriptions clarify each of these budget line items, and also list the most commonly purchased goods or services associated with that budget line item.

- **Promotional Items.** Promotional items are generally incentive handouts distributed at appropriate venues to encourage project support by the public. Such items include those listed in Schedule A, and/or other similar items of nominal value approved by OTS. In addition, certain corridor projects may focus on specific groups (e.g., children, commercial truck drivers, etc.). In those corridor projects, promotional items may also include handouts specifically tailored to the targeted group (e.g., child safety seats and bike helmets for children, or truck-related items such as log books, flashlights, compact disk wallets, tire tread depth gauges, tire pressure gauges, etc. for truck drivers). Also, community leaders who voluntarily participate as task force/coalition members are normally recognized for their service to local traffic safety through token awards, typically including such items as plaques, glass awards, coasters, and desk accessories (e.g., paperweights, quality writing sets, etc.), or other similar items of nominal value. All promotional items purchased under this grant will contain a project-related traffic safety message, and display appropriate logos (as space and cost reasonably permit) in the following order of precedence: project (if applicable), CHP, OTS, and BT&H.
- **Educational Materials.** Essential elements of any public awareness campaign, such items typically include production/printing/duplication of rack cards, flyers, brochures, signs, banners, posters, and/or other project-related printed materials. Displays (tabletop or free standing) for project-related printed materials may also be purchased. (Due to cost considerations, displays will be limited to a maximum of one per participating Area.) The production of decals identifying each safety corridor as such (for placement on permanent corridor signs as subsequently described) is also included. Under special circumstances, educational materials could also include production of audio-visual materials. All educational materials purchased under this grant will contain a project-related traffic safety message, and display appropriate logos (as space and cost reasonably) in the following order of precedence: project (if applicable), CHP, OTS, and BT&H.
- **Training.** Funding is provided for transportation planning courses to support the transportation elements of the "corridor" approach.

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PROJECT NO.: PT0507

BUDGET NARRATIVE

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- **Corridor Signs.** Along and within corridor rights-of-way, Caltrans may also produce and install permanent blank metal signs (to which safety corridor identification decals referenced earlier are then affixed). Outside corridor rights-of-way, permanent signs may be produced and installed on private property as appropriately negotiated. Installation costs of any such permanent signs are considered non-reimbursable and are not included. The number of signs per corridor will vary depending upon corridor length, available resources, and other factors. Cost estimates for the signs are based on an average Caltrans production cost of \$300 per sign.
- **Light Detection and Ranging (LIDAR).** LIDAR is used to measure distance, speed, rotation, and chemical composition and concentration of a remote target where the target can be a clearly defined object, such as a vehicle, or a diffuse object such as a smoke plume or clouds. The Department will use LIDAR, which far surpasses radar, in measuring and supporting speed violations.
- **Minor Equipment.** This line item provides necessary support equipment for use by the Contra Costa substation, task forces, Academy graphic/photographic support personnel, and other assigned CHP Headquarters project coordinators to meet project objectives. Typically, this could include: office machines (faxing, laminating, binding, or multi-function machines), laptop computers, personal computers, printers, scanners, portable external hard drives, compact disk read-write (CD RW) drives, associated software, liquid crystal display (LCD) projectors and peripherals (screens, audio equipment, etc.), cameras (still or video), television/video camera recorder/digital video disk (TV/VCR/DVD) combinations, and hand-held radar units. Due to cost considerations, all items are normally limited to a maximum of one per participating CHP Area. Accessories, upgrades, and extended warranties may be included for any minor equipment items as appropriate.

Funding is also included for supplies which generally include those needed for operation of support equipment described earlier (memory cards for digital cameras, computer floppy or compact disks, printer cartridges, laminating and binding materials, paper, etc.).

- **Services.**

- a. **Facility Fees.** Funding provides facility fees for a CHP substation from the Brentwood Police Department during Corridor 2's Implementation Phase. The substation will be located directly on Vasco Road, and will facilitate Contra Costa's response to collisions in the eastern portion (Vasco Road) of its jurisdiction. The substation would also allow officers to complete reports in Brentwood rather than traveling 45 to 60 minutes to their Martinez office.
- b. **Meeting Facility Fees.** Funding provides required support for task force/coalition meetings and site surveys (i.e., meeting facility fees, and costs of transporting the task force to the site).
- c. **Transportation Fees.** Transportation costs could include rental of appropriate conveyance (i.e., buses, vans, etc.).

SCHEDULE B-1

PROJECT No.: PT0507

BUDGET NARRATIVE

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d. Display Booth Fees. Fees associated with establishment of informational booths at appropriate venues are also included.

e. Venue Fees. Funding is provided for venue fees to set up booths to distribute promotional and educational items, and to utilize the public address system to announce the traffic safety message at corridor-specific sports venues. The sports venues provide an excellent community outreach effort in support of the project.

Sales tax, based upon the applicable rate(s) for the point(s) of delivery, has been included in the estimated cost of each item described.

- **Fixed-Wing Aircraft Direct Operating Costs (Flight Hours).** Funding in the Other Direct Costs category also provides for reimbursement of direct operating costs associated with aircraft flight hours to support the enhanced ground enforcement efforts. Aerial support may be used to detect and track violators, and to assist ground personnel in alleviating traffic safety hazards associated with collisions. Direct operating costs include fuel, oil, and maintenance costs, but do not include expenditures for flight crews. Although the budget estimates are based upon average fleet-wide operating costs for fixed-wing aircraft, rotary-wing aircraft may be substituted for fixed-wing flight hours on a cost-proportional basis (i.e., one rotary-wing flight hour may be substituted for four fixed-wing flight hours).

F. INDIRECT COSTS

Indirect costs are included as an agency contribution in Schedule A-1.

G. PROGRAM INCOME

There will be no income generated as a result of this project.

Annex B

Project Operational Plan

**PT0507, Corridor 4 Safety Corridor
State Route 63 Safety Corridors**

OPERATIONAL PLAN

Please enter Special Project Code **543** on CHP 415s and enforcement documents (citations).

Please record the use of nonuniformed personnel overtime on the CHP 71s by entering the OTS project number (PT0507) in the "remarks" column adjacent to the date the overtime is worked. By the tenth day of the month following the pay period in which the overtime was worked, forward a copy to the CHP 71 to Accounting Section, Fund Accounting Unit.

NOTE: Before personnel at the Office Services Supervisor I or Communications Supervisor I level are authorized to work project reimbursed overtime, all rank and file office or dispatch staff must have been offered and declined the opportunity to work the overtime.

IMPORTANT: Please ensure that all original CHP 415s and copies of CHP 71s and travel expense claims are saved for four years after the project has ended, because these documents are subject to audit.

PROJECT GOAL

To reduce the number of fatal and injury **victims** on State Route 63 (SR 63). The reduction will be measured during the Implementation Phase of the project, which is **November 1, 2005, through October 31, 2006.**

Exact goals for SR 63 will be established by November 30, 2005.

PROJECT OBJECTIVES

1. To identify the corridor. Task force members will be identified and the initial meeting for the corridor will be scheduled by **August 31, 2005.**
2. To provide OTS with the required documentation of local support by **October 31, 2005.**

3. To issue an operational plan by **September 30, 2005**, establishing the method of operation and the policies applicable to carry out the grant program. SPS
4. To conduct a language assessment of the project's service area to determine needs for materials in languages other than English for each corridor upon site selection by **October 31, 2005**. Completed.
5. To identify task force members and schedule the initial task force meeting by **August 31, 2005**.
6. To conduct a minimum of **four** task force/coalition meetings during project's Implementation Phase (November 1, 2005, to October 31, 2006).
7. To identify, through each task force/coalition, at least four factors, including conditions and behaviors, negatively impacting traffic safety on the corridor, and to identify potential short- and/or long-term solutions to the problems by **January 31, 2006**.
8. To implement at least two potential solutions per corridor within 12 months after each initial task force convenes by **October 31, 2006**.
9. To deploy officers on project-funded overtime along appropriate routes to enforce traffic violations consistent with the identified "top five" reportable collision primary collision factors) PCFs) during the project Implementation Phase (November 1, 2005, to October 31, 2006).
10. To conduct a public awareness campaign to include:
 - a. The issuance of a news release announcing the kick-off of the SR 63 Safety Corridor Project by **October 31, 2005**.
 - b. To develop a project logo by **October 31, 2005**.

- c. To conduct at least one public affairs officer (PAO) presentation per month during the period of **November 1, 2005, to October 31, 2006.**

**PAO PRESENTATIONS
SR 63**

Month	Location	# of Attendees
November		
December		
January 2006		
February		
March		
April		
May		
June		
July		
August		
September		
October		

11. To develop localized educational materials and promotional items encouraging participation in project goals and objectives, educational presentations, etc. Items must include a traffic safety message, and if space is available, the OTS and BT&H logos. Materials are to be distributed at appropriate venues by **October 31, 2006.**
12. To use the following standard language in all press and media materials: **“Funding for this program was provided by a grant from the California Office of Traffic Safety.”**
13. To develop and include with the Final Report a *Safety Action Plan* addressing the traffic safety issues specific to Highway SR 63 by **August 31, 2007.** SPS

Method of Procedure

Phase I– Program Preparation (August 1, 2005, through October 31, 2005)

1. For each corridor:
 - a. Select the corridor.
 - b. Identify prospective task force members.

- c. Request a letter of support from city(ies)/counties that may be involved in the grant.
 - d. Locate a convenient meeting place.
 - e. Prepare an initial agenda that includes project goals and objectives and overview of grant funding resources and guidelines.
 - f. Collect and format three years of corridor collision data for analysis by the task force and Grants Management Section. Data will include, at a minimum, the location, primary collision factor, time of day, day of week, and month of year for all fatal and injury collisions. .
 - g. Begin the procurement process to acquire grant-funded equipment.
 - h. Develop a deployment strategy using project-funded enforcement overtime
 - i. Conduct an initial task force meeting.
- 2. The operational plan will be developed, published, and issued.
 - 3. The project logo will be developed.
 - 4. The OPI will:
 - a. Prepare and secure required OTS approvals (all news releases must be approved by CHP Grants Management Section via e-mail for fax) and issue the pre-project news release. SPS/CHP Area
 - b. Be responsible for writing minutes for all task force meetings. SPS
 - c. Prepare and complete all grant quarterly reports to be submitted to OTS. SPS
 - d. Submit requests for any necessary contractual documents, ensures that OTS receives copies of such requests, and provide copies of all executed contracts to OTS. SPS

Phase II – Implementation (November 1, 2005, to October 31, 2006)

Project-related activities will be completed. Participating commands and allied agencies will accomplish assigned enforcement tasks. The public awareness campaign will be conducted. Progress toward objective accomplishment and goal achievement will be reported. Activities should include:

1. Uniformed personnel will be deployed on overtime in support of project goals/objectives.
2. Allied agencies will participate, if applicable.
3. For the SR 63 Safety Corridors:
 - a. The task force will meet quarterly, but may meet more often as necessary.
 - b.. The task force will decide the most effective use of resources provided by the grant to meet the project goal of reducing reportable traffic collisions.
 - c. The task force will identify at least four factors, including conditions and behaviors that can be changed to improve the roadway environment and the safety of the corridor. The task force will develop a *Safety Action Plan*, the final version of which will be published with the Final Report. At a minimum, the *Safety Action Plan* will include the following elements:
 - 🚗 Safety issues (concerns, problems, etc.).
 - 🚗 Safety solutions (short- and long-term).
 - 🚗 Assignment of responsibilities.
 - 🚗 Identification of funding sources.
 - 🚗 Implementation schedule.
 - d. Following identification of conditions and behaviors affecting traffic safety on the corridor, the task force will develop and conduct a public information and education campaign.
 - e. During the Implementation Phase, the task force will implement at least two solutions identified in its plan.
4. The OPI will report progress toward the project goal(s) and objectives in quarterly reports through channels to OTS.

Phase III – Data Gathering and Analysis (November 1, 2006 to June 30, 2006) SPS

With the assistance of the Visalia CHP Areas, the Special Projects Section Corridor Safety Unit will gather information on task force activities. Collision data will be collected by the involved Areas to support goal progress reporting. Although not a project goal or objective, citations issued by officers on project-funded overtime will be coded with a special project code to track the number of citations written, type of vehicle cited, and the violation. Data related to achievement of the project goal/objectives will be compiled and analyzed for inclusion in the final report.

Phase IV – Final Report and Executive Summary (October 1, 2008, through November 30, 2008) SPS

A Final Report and Executive Summary will be prepared specific to each corridor by the SPS project coordinator. The Final Report will include a Safety Action Plan.

BUDGET SUMMARY:

This Traffic Safety Corridor Project is funded through Office of Traffic Safety grant #PT0507. The grant provides funds the following funds for the SR 63 Corridor Safety Projects:

Enhanced Enforcement Overtime

CHP Sergeant Overtime

11/1/05 – 10/31/06	245 hours	\$15,715.85*
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Officer Overtime

11/1/05 – 10/31/06	2,460 hours	\$130,252.50*
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Public Safety Dispatcher Overtime

11/1/05 – 10/31/06	61 hours	\$ 2,134.06 *
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Clerical Overtime

11/1/05 – 10/31/06	61 hours	\$ 2,134.06
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Total Personnel		\$150,236.47
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*Does not include benefits.

Contractual Services

Allied Agency	\$16,900.00
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Other Direct Costs

Promotional Items	\$1,500.00
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(includes incentive handouts such as pens, key fobs, etc.)

Educational Materials	\$12,818.16
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Corridor Signs	\$825.00
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Bus Rental (for field review)	\$950.00
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Meeting room rental	\$1,200.00
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Display booth fees	\$350.00
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Support equipment	NONE
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Fixed Wing Air Ops Costs	NONE
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TOTAL	\$184,779.63
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Annex C

Safety Action Plan



STATE ROUTE 63 SAFETY CORRIDOR

ELEMENTS: This *Safety Action Plan* (SAP) lists identified problems on the corridor, descriptive details, and potential corrective actions being considered for implementation by the responsible agency, as conditions and resources permit. This SAP is comprised of the following elements: Enforcement, Public Information/Education, and Signing/Striping/Engineering. Although exceptions are common, California Highway Patrol (CHP) generally has responsibility for items within the Enforcement and Public Information/Education elements. The California Department of Transportation (Caltrans) generally has responsibility for items within the Signing/Striping/Engineering element. CHP has overall responsibility for this SAP.

FUNDING: PT0507 funded enhanced enforcement and public education efforts along the corridor from November 1, 2005, through October 31, 2006. State Route (SR) 63 is the jurisdiction of the State of California. Any roadway improvements will be funded by the State of California.

SIGNING, STRIPING, AND ENGINEERING

LOCATION DESCRIPTION	OBSERVATION/ PROBLEM	SUGGESTION OR ACTION	DESIRED RESULT	ACTION AGENCY/ FUNDING	STATUS
1. Throughout the corridor	Lack of speed signs.	Place additional speed signs throughout the corridor.	To remind the public of the speed limit within the corridor.	Caltrans	Caltrans has determined that there is the appropriate number of speed signs throughout the corridor. No action will be taken.
2. Avenue 413 and SR 63	Not enough lighting.	Add additional street lighting.	Increase lighting will assist the motorist public as they drive through this area. Additionally, the increased lighting will allow drivers to see pedestrians crossing the roadway.	Caltrans	Completed. Traffic signals were installed.
3. Corner of Miller Road and SR 63 (in front of Memorial Building)	Not enough street lighting and no crosswalk from the Memorial Building to parking lot across the roadway.	Add additional street lighting and crosswalk.	Improve visibility. Improve safety for pedestrians crossing SR 63.	Caltrans	Caltrans has determined that warrants are not met for lighting. Caltrans recommends that a Landscape and Lighting District should be developed to fund the lighting. Additionally, Caltrans has determined that a crosswalk at this location cannot be justified at this time.
4. Avenue 422 – El Monte Junior High School.	Heavy congestion during end of school. Vehicles making u-turns.	Place a "No U-Turn" sign on the east-side of the street at Avenue 422.	Prevent congestion and illegal u-turns that can cause collisions.	Caltrans	A no U-Turn sign has been ordered and will be installed by Caltrans. CHP will provide the enforcement.
5. Avenue 413 and SR 63.	Inadequate pedestrian crossing.	Place a signal light at crosswalk.	Increase the safety of pedestrians crossing the roadway.	Caltrans	Completed. Traffic signals were installed.



STATE ROUTE 63 SAFETY CORRIDOR

SIGNING, STRIPING, AND ENGINEERING					
LOCATION DESCRIPTION	OBSERVATION/ PROBLEM	SUGGESTION OR ACTION	DESIRED RESULT	ACTION AGENCY/ FUNDING	STATUS
6. Avenue 419 and SR 63 – in front of Orosi High School.	Inadequate pedestrian crossing.	Place a flashing red light or pedestrian light.	Increase the safety of pedestrians crossing the roadway.	Caltrans	Completed. Yellow flashers were installed on the 25 mph school x-ing signs near Avenue 419.
7. Avenue 408.	Inadequate pedestrian crossing.	Place a pedestrian/stop light.	Increase the safety of pedestrians crossing the roadway.	Caltrans	Completed. Traffic signals were installed in the summer of 2007.
8. Throughout the corridor.	Lack of two-way left-turn lanes.	Add two-way left-turn lanes at various points within SR 63.	Allow traffic to have a constant flow and reduce the risk of rear-end collisions.	Caltrans	After reviewing collision data, Caltrans determined that “two-way left-turn lanes” are not justified. No action will be taken.
9. Throughout the corridor.	Lack of striping for aerial patrolling.	Add striping throughout the corridor for aerial patrolling.	Provide aerial enforcement	Caltrans	Striping has been completed. “Speed Enforced by Aircraft” signs have been ordered and will be installed upon arrival.

PUBLIC INFORMATION AND EDUCATION				
ACTION	MECHANISM	DESIRED RESULT	AGENCY/FUNDING	STATUS
1. Develop a logo and slogan for the corridor.	Task force to develop/approve slogan and logo.	To provide a strong identifying factor for the task force and its activities.	CHP	Accomplished.
2. Conduct a news conference to announce task force and enhanced enforcement efforts.	On November 1, 2005, a news conference announced funding for focused enforcement on State Route 63.	To announce task force activities, raise awareness of safe driving practices and notify the public of enhanced enforcement on the corridor.	CHP	Accomplished.
3. Print rack cards that emphasize safe driving practices.	Printed material to be distributed through agencies involved on the task force, local businesses, schools, clubs, and other public forums.	To remind/educate drivers of safe driving practices and thus reduce collisions on the corridor.	CHP	Accomplished.
4. Develop public awareness of the safety corridor as vehicles enter the corridor.	Install safety corridor signs along the corridor.	To remind drivers that SR 63 is a safety corridor and will have extra enforcement to encourage safe driving habits.	Caltrans	Accomplished.
5. Order public information items imprinted with the task force logo and slogan to acquaint the public regarding the corridor project.	Use fairs and other public forums to distribute promotional items to the driving public who use the corridor.	To raise driver awareness that extra law enforcement efforts are being focused on the corridor.	PT0507	Accomplished.
6. Determine appropriate locations of safety corridor signs.	Install safety corridor signs for both directions of traffic.	To raise public awareness of the safety corridor.	CHP/Caltrans	Accomplished.



STATE ROUTE 63 SAFETY CORRIDOR

ENFORCEMENT

PROBLEM DEFINITION: The majority of the collisions on the corridor are caused by speeding drivers, tailgating, and unsafe passing. The task force agreed that enhanced enforcement would be helpful in reducing Vehicle Code violations, and thereby reduce the number of collisions on the corridor.

ACTION: The CHP Visalia Area has increased its presence on the corridor. Officers paid special attention to citing rules-of-the-road violations, especially unsafe speed. In addition, they were alert for people who were driving under the influence. Services and assistance provided by law enforcement to motorists on the corridor also increased.

MECHANISM: Funding for overtime to enhance enforcement on the corridor was secured through a grant project agreement with OTS, Safe Highway Coalitions, PT0507.

DESIRED RESULT: Increased law enforcement presence, along with increased contact through enforcement and motoring services, to encourage drivers to comply with the *Vehicle Code* and thus reduce collisions.

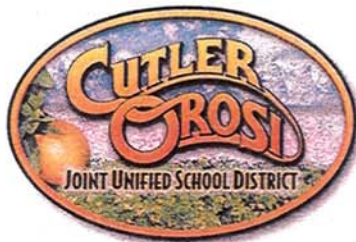
FUNDING STATUS: Enhanced enforcement was funded through the PT0507 OTS grant.

Annex D

Letter of Support Cutler-Orosi Joint Unified School District

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May 3, 2005

Christopher Murphy
Deputy Director
Office of Traffic Safety
7000 Franklin Boulevard, Suite 440
Sacramento, CA 95823

Re: Driving Under the Influence Collision Corridor Project #AL0392

Dear Director Murphy:

As Assistant Superintendent of Cutler-Orosi Joint Unified School District, I urge you to support the California Highway Patrol's grant proposal: Driving Under the Influence Collision Corridor Project #AL0392. The majority of our schools are located on or near Highway 63 between Cutler and Orosi. Everyday children must cross this dangerous highway in order to get to school. Because of state budget restrictions, our school district has been forced to limit the use of buses for transportation.

The scene of 66 collisions involving speeding between 2001 and 2003, Highway 63 has been called a "death trap" by residents who fear for their children's safety. After 12 fatalities, 126 injury accidents and 122 arrests for driving under the influence in the last four years, the highway received even greater attention when Joan Sutton, a long time teacher and friend, was killed crossing the highway to attend a Christmas tree lighting ceremony. This death prompted many citizens to attend a Board of Supervisors meeting to express concern and to stage a walk between the two communities. Assemblyman Juan Arrambule participated in that walk with approximately 75 community members.

Cutler-Orosi Joint Unified School District requests your support in helping our community, the largest unincorporated community located on a state highway in California, combat the unsafe driving practices that are common along this four lane highway.

If you have any questions, please feel free to contact me at 559-528-6949.

Sincerely yours,

A handwritten signature in blue ink, which appears to read "Carolyn W. Kehrli".

Carolyn W. Kehrli, Ed.D.
Assistant Superintendent General Services

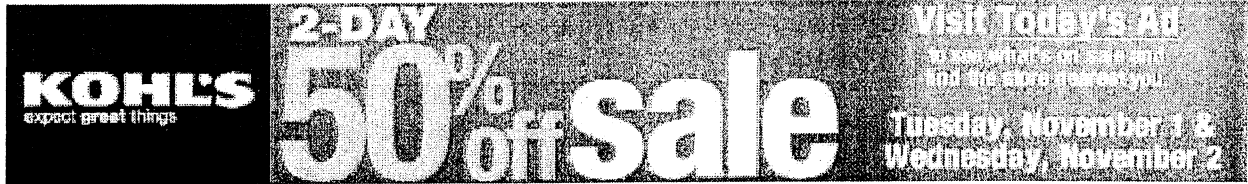
Annex E

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Hwy. 63 gets more patrols

\$100,000 state grant targets dangerous roadway.

By Tim Bragg / The Fresno Bee

(Updated Wednesday, November 2, 2005, 5:44 AM)

VISALIA — A northern Tulare County highway providing the main link between the Cutler-Orosi area and Visalia will see more traffic enforcement and more attention from traffic planners because of a state grant.

California Highway Patrol officials announced Tuesday that Highway 63 between Riggan Road in northern Visalia and the Fresno County line has been designated for a state safety corridor.

CHP officials and local community members obtained a grant of more than \$100,000 from the state Office of Traffic Safety to fund the one-year effort, said CHP Capt. Brian Smith, commander of the Visalia CHP office.

The one-year grant will pay for 2,465 hours of overtime for CHP officers and 245 hours for sergeants, which will allow for increased patrols on the roadway. The highway is two lanes between Visalia and Cutler. The increased patrols started Tuesday.

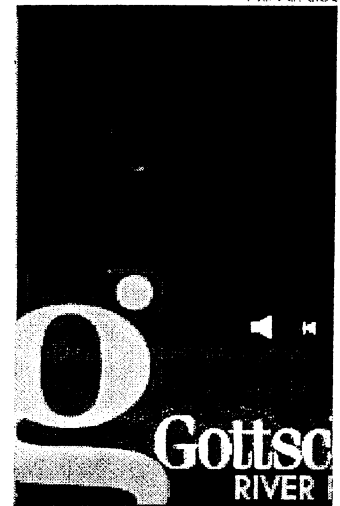
Smith said speeding and unsafe lane changes are big problems on the highway.

"The goal is to reduce fatal and injury accidents by 5% along the route during the period of the grant," Smith said.

Between Jan. 1, 2002, and Dec. 31, 2004, CHP officials recorded 115 injury crashes along the highway included in the safety corridor; nine of those accidents included fatal injuries, Smith said.

Along with the beefed-up patrols, the grant provides funds for educational materials for motorists using the highway, new signs and money advertising the project.

Advertise



The grant also sets up a task force of people from communities the highway passes through, along with representatives from the Cutler-Orosi Unified School District, CHP and Caltrans officials, who will discuss and deal with problems along the road.

The grant includes no money for improvements to the road, but Smith said the task force can work with Caltrans to get future money. Officials can reapply for the grant when it expires next year.

Community members at Tuesday's news conference announcing the grant said the highway needs more street lights and traffic signals in the Cutler-Orosi area, where schoolchildren and adult pedestrians mix with traffic, sometimes producing dangerous results.

Mildred "Joan" Sutton, a 73-year-old teacher with the Cutler-Orosi Unified School District, was struck and killed by a 76-year-old Cutler man driving a van on Dec 1, 2004, as she tried to cross Highway 63 near the Cutler fire station.

The accident happened as a group of children were gathered nearby for a Christmas tree lighting ceremony.

That memory still resonates with those in the community.

"There are few streetlights, so it's hard to see people at night," said Carolyn Kehrli, assistant superintendent for general services with the school district.

The reporter can be reached at tbragg@fresnobee.com or (559) 622-2417.

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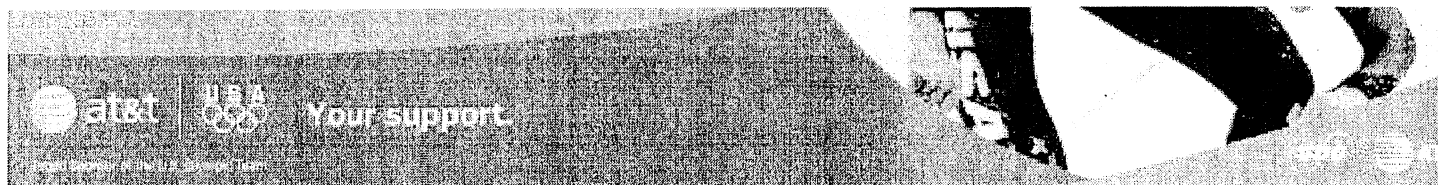
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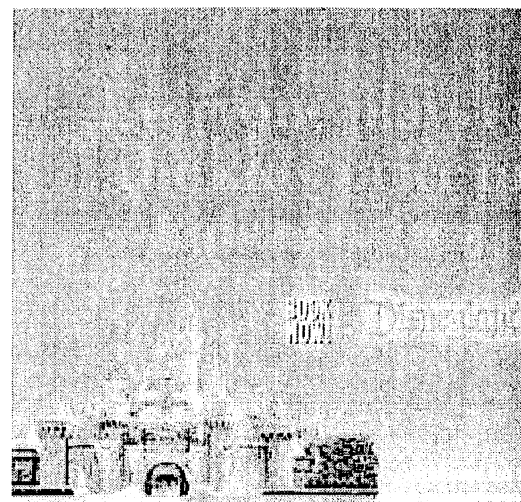
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"The goal is to reduce fatal and injury accidents by 5%

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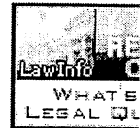
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Breaking News

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Posted on Wed, Nov. 02, 2005

News from the San Joaquin Valley

Associated Press

FRESNO, Calif. - Hundreds of residents met with the mayor and police chief to express concern about an allegedly gang-related shooting that killed a man at an elementary school.

"Your children were exposed to something horrific," Mayor Alan Autry told 350 parents, community members and students gathered at Birney Elementary Tuesday. "There are some things that keep me up at night. This incident is one of them."

Last week, a man approached Keith Breazell, 37, near an employee parking lot at the school and death. Police officers said Breazell was a known gang member and the father of a 5-year-old boy at Birney.

Police are still looking for the shooter.

Autry advocated a two-pronged approach to attack the city's gangs - a combination of more police on the streets and more time devoted to at-risk youth.

Since the shooting, the Fresno Police Department has increased the number of officers dedicated to gang areas.

VISALIA, Calif. (AP) - Extra patrol cars have started cruising Highway 63, part of a state-funded up traffic enforcement along the two-lane highway between Visalia and the Fresno County line, Highway Patrol officials said.

Officials hope the added enforcement will cut down on frequent speeding and unsafe lane changes.

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become problems on the stretch. The increased patrols started Tuesday.

"The goal is to reduce fatal and injury accidents by 5 percent along the route during the period," said Brian Smith, commander of the Visalia CHP office.

The grant is for one year and will pay for nearly 3,000 hours of overtime for CHP officers and some money also will be used for new road signs.

CHP officials recorded 115 injury crashes along the highway between Jan. 1, 2002, and Dec. 31 of those were fatal accidents, Smith said.

STOCKTON, Calif. (AP) - The union for garbage workers who serve more than 50,000 San Joaquin customers have authorized a strike that could start as early as Thursday.

The strike, approved Tuesday, would disrupt trash collection in Stockton and Lathrop.

Officials with Teamsters Local 439, which represents haulers for Sunrise Sanitation Service Inc. and Sunset Disposal Service Inc., said haulers and management have been battling over wages and benefits for more than eight months.

The workers went on a one-day strike in August but went back to work when it seemed like negotiations were promising, said union negotiator Edward Speckman.

Sunrise general manager Kevin Basso said substitute workers from Sacramento and Fresno will be used during the union haulers strike.

He said his company offers better wages and benefits than any regional competitor.



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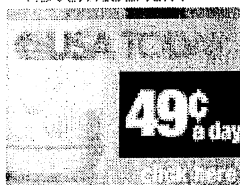
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State grant awarded for Hwy. 63

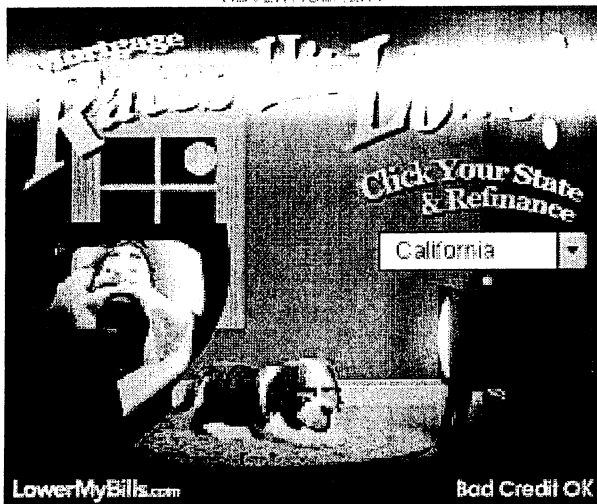
Money used to patrol area, make corridor safer

by Jillian Daley
Staff writer

An effort to make Highway 63 — the Dinuba Highway — safer after almost a dozen fatalities in two years got under way Tuesday.

The year-long campaign, supported by a state grant of \$100,000, targets the state highway from Riggin Road to the Fresno County line, said Capt. Brian Smith of the California Highway Patrol office in Visalia.

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The grant money will be used for educational materials, promotional

airplane time for traffic surveillance.

The money also goes to 245 overtime hours for sergeants, and 2,465 overtime hours for officers to patrol the area and 121 overtime hours for support staff.

The Visalia patrol office received the money to help reduce the road's

high rate of fatal accidents, said Sixto Fernandez, transportation planner for California Highway Patrol headquarters.

From Jan. 1, 2002 to Dec. 31, 2004, nine fatal accidents occurred on that stretch of road, taking 11 lives, Smith said. No data is available yet for 2005.

Congestion problem

Tulare County sheriff's Lt. Ron Castaneda said the problem is congestion with the road connecting Visalia to Cutler-Orosi, the largest unincorporated area in the county. Castaneda said there are only two traffic lights between Cutler-Orosi and the Fresno County line.



Johanna C

Visalia Ca
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"It's a straight shot and a well-traveled road," he said, adding it has no safety barriers between opposing lanes.

When law officials are visible, people check their speed and click their safety belts, Smith said.

Speed enforcement with the plane and cruisers will be a priority for the resources, he said, adding that no money is allocated for road improvements, however.

"The more [drivers] see of the black-and-whites out there, the more they pay attention to their driving," Smith said.

California Department of Transportation owns the road, the office of traffic safety gave out the grants and the highway patrol is carrying out enforcement, but other groups also are involved.

Also supporting the safety campaign are the Sheriff's Department, Martha's Restaurant, Public Alliance of Cutler-Orosi, the State Route 63 Safety Corridor Committee and California assemblymen Juan Arambula and Bill Maze.

The first step of the "Stay Safe & Accident Free on SR 63" campaign will be for the safety committee to take a bus ride on the corridor to brainstorm ideas for improving the road. The date for the ride is not yet set.

- The reporter can be reached at jbdaley@visalia.gannett.com.

Originally published November 2, 2005

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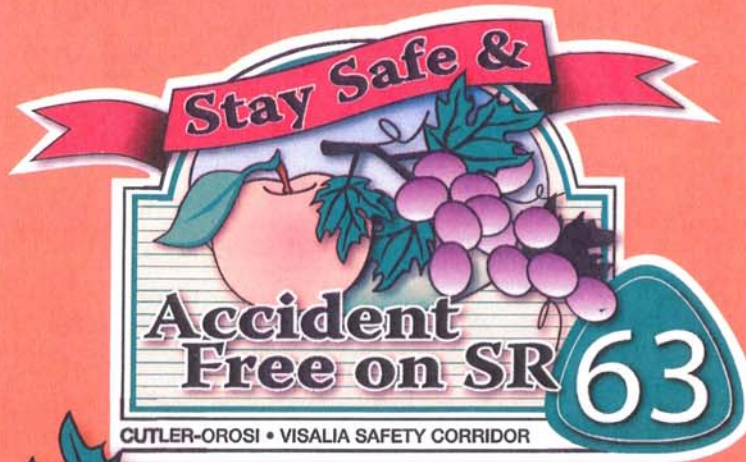
Annex F

Promotional Items



Annex G

Rack Card: English and Spanish



Don't be a Statistic...

*Stay Safe and
Accident Free on SR-63*





**Don't be a
Statistic...**

*Stay Safe
Stay Alive*

SLOW DOWN.

PASS WITH CARE *and only in passing zones.*

WATCH *for cross traffic.*

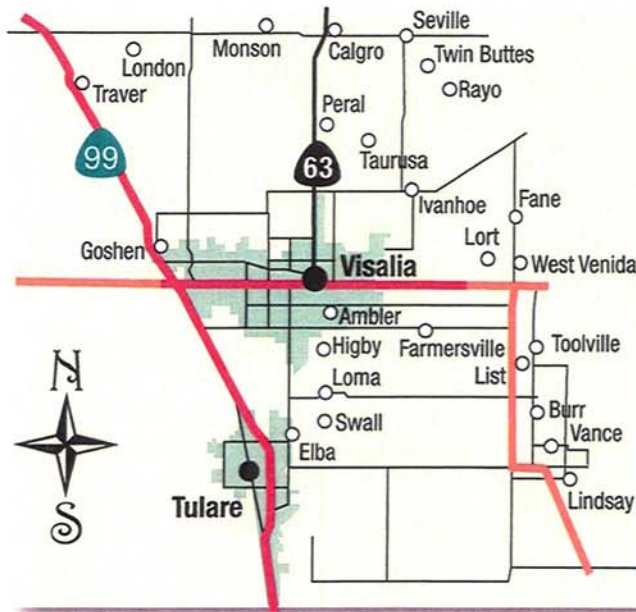
DRIVE *at speeds safe for existing conditions.*

NEVER *drink and drive; always designate a driver.*

ALWAYS *buckle up.*

The Office of Traffic Safety has awarded a grant to the California Highway Patrol that has funded enhanced enforcement on segments of SR-63.

That's why you will see more officers enforcing traffic laws and aiding motorists on SR-63 as a response to the concerns of the community.



DIAL 911 to report a drunk driver or other emergencies such as a crime in progress, a medical emergency, or a collision blocking traffic lanes.



No sea una Estadística...

*Quédese Salvo y Libre de
Accidentes en la SR-63*





No sea una Estadística...

Quédese salvo

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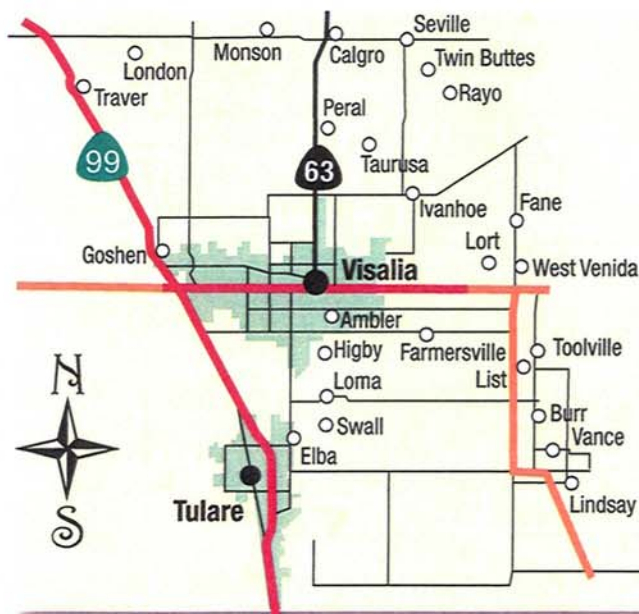
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SIEMPRE abróchese el cinturón de seguridad.

La Oficina de Seguridad de Tránsito ha otorgado un subsidio a la Patrulla de Caminos de California (California Highway Patrol) para el cual ha hecho posible que se ponga en vigor un mejor cumplimiento de las leyes de tránsito en algunos tramos de la carretera 63 (SR-63).

Por ese motivo usted verá más oficiales haciendo cumplir las leyes de tránsito y ayudando a los conductores en la SR-63, como respuesta a las inquietudes expresadas por la comunidad.



LLAME AL 911 para reportar a un conductor ebrio u otras emergencias tales como, un delito que está ocurriendo, una emergencia médica o un choque que esté obstruyendo la carretera.